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Attorneys for Plaintiff
BRAGEL INTERNATIONL, INC.

UNITED STATES DISTRICT COURT

FOR THE CENTRAL DISTRICT OF CALIFORNIA

BRAGEL INTERNATIONAL, INC.

Plaintiff,

vs.

LOVE CULTURE, INC.,

Defendant.

CV11 04336 GW (RZx)
Case No.

COMPLAINT FOR PATENT INFRINGEMENT; COPYRIGHT INFRINGEMENT AND UNFAIR COMPETITION

DEMAND FOR JURY TRIAL

JURISDICTION

1. This is an action for patent infringement and copyright infringement arising under, *inter alia*, 35U.S.C. § 281, 17 U.S.C. § 501 and other laws of the United States relating to patents and copyrights. This action also includes related claims of unfair competition under California Business and Professions Code § 17200.

2. This Court has subject matter jurisdiction over this action pursuant to 28 U.S.C. §§ 1331 and 1338(a) and (b) because this action involves patents and copyrights, as well as a related claim for unfair competition. This Court also has supplemental jurisdiction over related claims pursuant to 28 U.S.C. § 1367.

VENUE

3. Venue is proper in this District pursuant to 28 U.S.C. § 1391(b)(1)-(2) and (c), and 28 U.S.C. § 1400(a) and (b) because this is action involves patents and copyrights that are located in this District, and it is brought against a corporate defendant that resides and does business in this District and has committed acts of patent infringement, copyright infringement and unfair competition in this District.

PARTIES

4. Plaintiff Bragel International, Inc. ("Bragel") is a corporation duly organized and existing under the laws of California, and has its principal place of business at 3383 Pomona Blvd., Pomona, California 91768.

5. Defendant Love Culture, Inc. ("Love Culture") is a corporation organized and existing under the laws of California, and has its principal place of business at 2423 E. 23d St., Los Angeles, California 90058.

BACKGROUND

6. Bragel is a global leader in the development, production and sale of a wide range of silicone gel products and related goods that generally are designed to support or improve the appearance of women's breasts. Bragel was established in

1989, when it launched a product called, "Breast Enhancer," which was originally designed for the Asian market, but it quickly gained popularity in Europe and the United States and it continues to be sold in major stores throughout the world.

7. After achieving such widespread success with its first product, Bragel has continued to develop innovative products that are highly desirable and meet certain needs of its consumer base that other products could not satisfy. As a result of its innovative research and development efforts, Bragel has been awarded numerous patents throughout the world, including the United States, and it has gained recognition as an industry leader in providing new products that gain widespread demand among consumers.

8. Among Bragel's many inventions is a product that generally provides support and shaping of a woman's breasts which, unlike conventional brassieres, is strapless and backless. In the United States, Bragel has been issued the following patents for that invention: United States Patent Nos. 6,758,720 ("'720 Patent"); 6,852,001 ("'001 Patent") and 7,144,296 (" '296 Patent") (collectively, "Patents in Suit"). These patents are based upon a common application and share the same title, "Attachable Breast Form Enhancement System."

9. In 2002 Bragel began production of commercial products that are covered by the Patents in Suit, using the trademark "NuBra." Bragel has achieved tremendous international success with its NuBra line of products and has maintained exclusive production and distribution of those products to ensure quality and safety, among other reasons. Bragel also evaluates and selects retailers to further maintain the goodwill and reputation associated with its products.

10. Upon information and belief, Love Culture is a corporation that was recently established in 2007, and its primary business is operation of multiple retail clothing stores and a retail website. Its customers are primarily young women who

purchase popular or fashionable clothing, accessories and related items at inexpensive prices.

11. On or about April 16, 2011, Bragel learned that Love Culture has been offering for sale, and selling a product called "Belle Bra" which appears to be an identical copy of Bragel's NuBra product, and is covered by the Patents in Suit. Bragel then arranged for a Belle Bra product to be purchased from a Love Culture store in Santa Monica, California, and analyzed the Belle Bra product to confirm that it infringes the Patents in Suit.

12. During inspection of the Belle Bra product, Bragel examined the box containing the product and found that Love Culture's name was printed on the box adjacent to the Belle Bra name. No other sources of origin or manufacture were printed on the box, and information about the country of origin was also not printed on the box. Inside the box, along with the infringing Belle Bra product, was a brochure for a "Silicone bra" that contained instructions and other information about the product in the box. Bragel then compared that brochure with a brochure that Bragel created for its NuBra product, and found that Love Culture's brochure was a poor quality reprint of nearly all the text and most of the photographs contained in Bragel's brochure. The primary difference between the brochures is that the name NuBra, which is printed in Bragel's brochure, was replaced with "Silicone bra" in Love Culture's brochure.

13. Bragel also learned that Love Culture has a retail website under the domain name www.loveculture.com. Upon inspection of that website, Bragel found that Love Culture is offering its Belle Bra product for sale on its website.

14. On or about April 22, 2011, Bragel's counsel sent a cease and desist letter to an officer of Love Culture, Jai Rhee, at the address of Love Culture's principal place of business, 2423 E. 23d St., Los Angeles, California 90058. That

letter gave written notice of infringement of the Patents in Suit and demanded immediate cessation of infringement, among other relief, and requested a response by April 29, 2011. To date, Love Culture has not responded to Bragel's letter and it has not ceased its infringing acts.

COUNT 1

(Infringement of the '720 Patent)

15. Paragraphs 1 – 14 are hereby incorporated by reference as though fully set forth herein.

16. Bragel is the owner by assignment of the '720 Patent. A true and correct copy of the '720 Patent is attached hereto as Exhibit 1.

17. Love Culture has infringed the '720 Patent by making, using, offering to sell, selling or importing products that are covered by one or more claims of the '720 Patent.

18. Love Culture has willfully infringed the '720 by, *inter alia*, intentionally duplicating Bragel's NuBra product, which is marked with the '720 Patent, and its conduct of knowingly disregarding intellectual property rights as shown by its nearly identical copying of Bragel's brochure and replacing Bragel's Nubra trademark with a different designation.

19. Bragel is entitled to preliminary and permanent injunctive relief pursuant to 35 U.S.C. § 283.

20. Bragel is entitled to damages for Love Culture's infringement of the '720 Patent, pursuant to 35 U.S.C. § 284, and its damages should be trebled pursuant to 35 U.S.C. § 285 based, *inter alia*, on Love Culture's willful infringement.

21. Bragel is entitled to attorney's fees pursuant to 35 U.S.C. § 285 based, *inter alia*, on Love Culture's willful infringement.

COUNT II

(Infringement of the '001 Patent)

22. Paragraphs 1 – 14 are here hereby incorporated by reference as though fully set forth herein.

23. Bragel is the owner by assignment of the '001 Patent. A true and correct copy of the '001 Patent is attached hereto as Exhibit 2.

24. Love Culture has infringed the '001 Patent by making, using, offering to sell, selling or importing products that are covered by one or more claims of the '001 Patent.

25. Love Culture has willfully infringed the '001 by, *inter alia*, intentionally duplicating Bragel's NuBra product, which is marked with the '001 Patent, and its conduct of knowingly disregarding intellectual property rights as shown by its nearly identical copying of Bragel's brochure and replacing Bragel's NuBra trademark with a different designation.

26. Bragel is entitled to preliminary and permanent injunctive relief pursuant to 35 U.S.C. § 283.

27. Bragel is entitled to damages for Love Culture's infringement of the '001 Patent, pursuant to 35 U.S.C. § 284, and its damages should be trebled pursuant to 35 U.S.C. § 285 based, *inter alia*, on Love Culture's willful infringement.

28. Bragel is entitled to attorney's fees pursuant to 35 U.S.C. § 285 based, *inter alia*, on Love Culture's willful infringement.

COUNT III

(Infringement of the '296 Patent)

29. Paragraphs 1 – 14 are here hereby incorporated by reference as though fully set forth herein.

30. Bragel is the owner by assignment of the ''296 Patent. A true and correct copy of the '296 Patent is attached hereto as Exhibit 3.

31. Love Culture has infringed the ''296 Patent by making, using, offering to sell, selling or importing products that are covered by one or more claims of the '296 Patent.

32. Love Culture has willfully infringed the ''296 Patent by, *inter alia*, intentionally duplicating Bragel's NuBra product, which is marked with the '296 Patent, and its conduct of knowingly disregarding intellectual property rights as shown by its nearly identical copying of Bragel's brochure and replacing Bragel's Nubra trademark with a different designation.

33. Bragel is entitled to preliminary and permanent injunctive relief pursuant to 35 U.S.C. § 283.

34. Bragel is entitled to damages for Love Culture's infringement of the '296 Patent, pursuant to 35 U.S.C. § 284, and its damages should be trebled pursuant to 35 U.S.C. § 285 based, *inter alia*, on Love Culture's willful infringement.

35. Bragel is entitled to attorney's fees pursuant to 35 U.S.C. § 285 based, *inter alia*, on Love Culture's willful infringement.

COUNT IV

(Copyright Infringement)

36. Paragraphs 1 – 14 are incorporated by reference as though fully set forth herein.

37. Bragel is the owner by assignment of the copyright for the text and images contained in its NuBra brochure, and was issued a Certificate of Registration for its copyright by the United States Patent and Trademark Office, having registration number VA 1-220-859 and an effective date of November 10, 2003. A true and correct copy of that Certificate of Registration is attached hereto as Exhibit 4.

38. Love Culture has infringed Bragel's copyright pursuant to 17 U.S.C. § 501.

39. Love Culture willfully infringed Bragel's copyright by making nearly identical copies of Bragel's NuBra brochure, replacing the NuBra trademark with a different designation and distributing those copies to its customers in connection with sales of its Belle Bra product.

40. Bragel is entitled to preliminary and permanent injunctive relief pursuant to 17 U.S.C. § 502.

41. Bragel is entitled to impoundment and destruction of all infringing copies, as well as all records relating to such copies and all means for producing such copies, pursuant to 17 U.S.C. § 503.

42. Bragel is entitled to its damages together Love Culture's profits attributable to the infringement pursuant to 17 U.S.C. § 504. Alternatively, Bragel may choose to be awarded statutory damages, which may be up to $150,000 for each act of willful infringement.

43. Bragel is entitled to its costs and attorney's fees pursuant to 17 U.S.C. § 505.

COUNT V

(Unfair Competition)

44. Paragraphs 1 – 43 are hereby incorporated by reference as though fully set forth herein.

45. Love Culture has committed acts of unfair competition pursuant to California Business and Professions Code § 17200 by, *inter alia*, producing, importing, advertising, offering for sale, selling or distributing infringing products or articles and falsely designating or associating itself as the legitimate source of such products or articles.

46. Bragel is entitled to preliminary and permanent injunctive relief, as well as its damages, pursuant to California Business and Professions Code § 17070.

PRAYER

WHEREFORE, Bragel respectfully requests that judgment be entered:

1. Finding that Love Culture infringed the Patents in Suit and that such infringement was willful;

2. Finding that Love Culture infringed Bragel's copyright for its NuBra brochure and that such infringement was willful;

3. Finding that Love Culture committed acts of unfair competition that caused injury to Bragel;

4. Preliminarily and permanently enjoining Love Culture from further acts of patent infringement, copyright infringement and unfair competition;

5. Awarding Bragel its damages and Love Culture's profits from Love Culture's acts of patent infringement, copyright infringement and unfair competition;

6. Awarding Bragel treble damages for Love Culture's acts of willful patent infringement and willful copyright infringement;

7. Awarding Bragel increased statutory damages at Bragel's election for Love Culture's acts of copyright infringement;

8. Awarding Bragel attorney's fees;

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9. Awarding Bragel its costs; and

10. Awarding Bragel such other or further relief as the Court deems proper.

Respectfully submitted,

Date: 5/18/2011

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JURY DEMAND

Bragel hereby demands a jury trial for all issues so triable.

Respectfully submitted,

Date: 5/18/2011

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Attorneys for Plaintiff
BRAGEL INTERNATIONAL, INC.

EXHIBIT 1

US006758720B2

(12) **United States Patent**
Chen

(10) **Patent No.: US 6,758,720 B2**
(45) **Date of Patent: Jul. 6, 2004**

(54) **ATTACHABLE BREAST FORM ENHANCEMENT SYSTEM**

(75) Inventor: **David E. Chen**, Walnut, CA (US)

(73) Assignee: **Bragel International, Inc.**, Pomona, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) bydays.days.

(21) Appl. No.: **10/159,251**

(22) Filed: ~~May 31~~, **2002**

(65) **Prior Publication Data**

US 2003/0224700 A1 Dec. 4, 2003

(51) **Int. Cl.**[7] **A41C 3/00**

(52) **U.S. Cl.** **450/57**; 450/54; 450/58; 2/267

(58) **Field of Search** 450/81, 88, 38, 450/54–57, 58, 71, 77, 82, 63; 2/267; 623/7, 8

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Primary Examiner—Gloria M. Hale
(74) *Attorney, Agent, or Firm*—Christie, Parker & Hale, LLP

(57) **ABSTRACT**

An attachable breast form enhancement system comprising a pair of breast forms adjoined by a connector. The breast forms have an interior surface with a pressure sensitive adhesive layer that adjoins to the user's breasts. The pressure sensitive adhesive layer can be a permanently grown pressure sensitive adhesive that has an adhesion force to the breast forms that is greater than a cohesion force to the user's breasts. The connector adjoins the separated breast forms by attaching to the inner sides of the breast forms and pulling the user's breasts together. The connector can be either permanently or removably attached to the breast forms. Several different configurations of breast forms and connectors are available to achieve the benefits of the present breast form system. The improved breast form system allows a user to eliminate use of traditional bras by simply adhering the pair of breast forms to the user's breasts/skin, and then adjoining the breast forms with the connector. The breast form system provides for enhancement of breast size and shape, as well as provides for customization of breast cleavage and push-up enhancement.

7 Claims, 7 Drawing Sheets

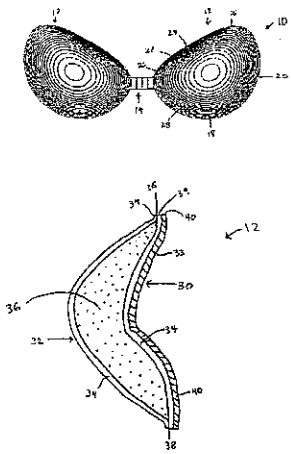

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Fig. 1

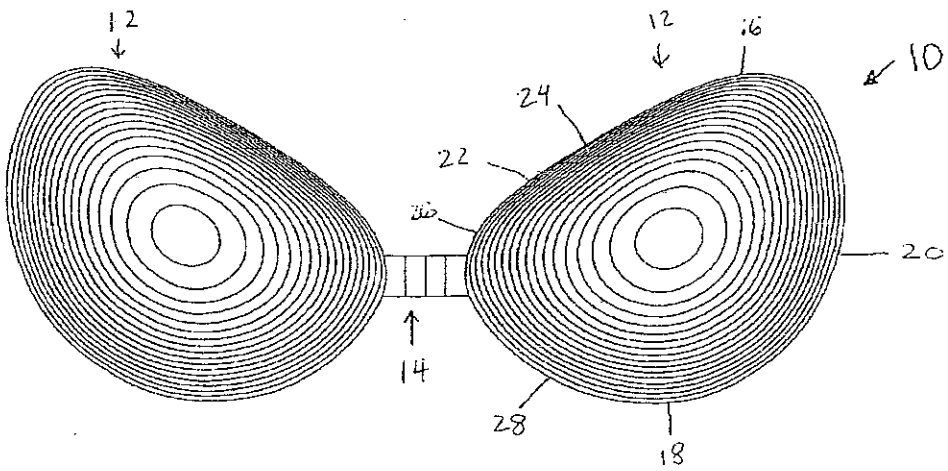


Fig. 2

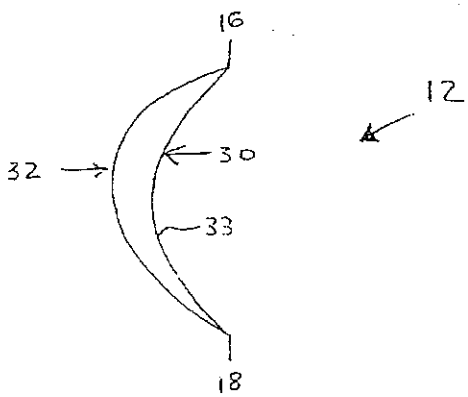


Fig. 3

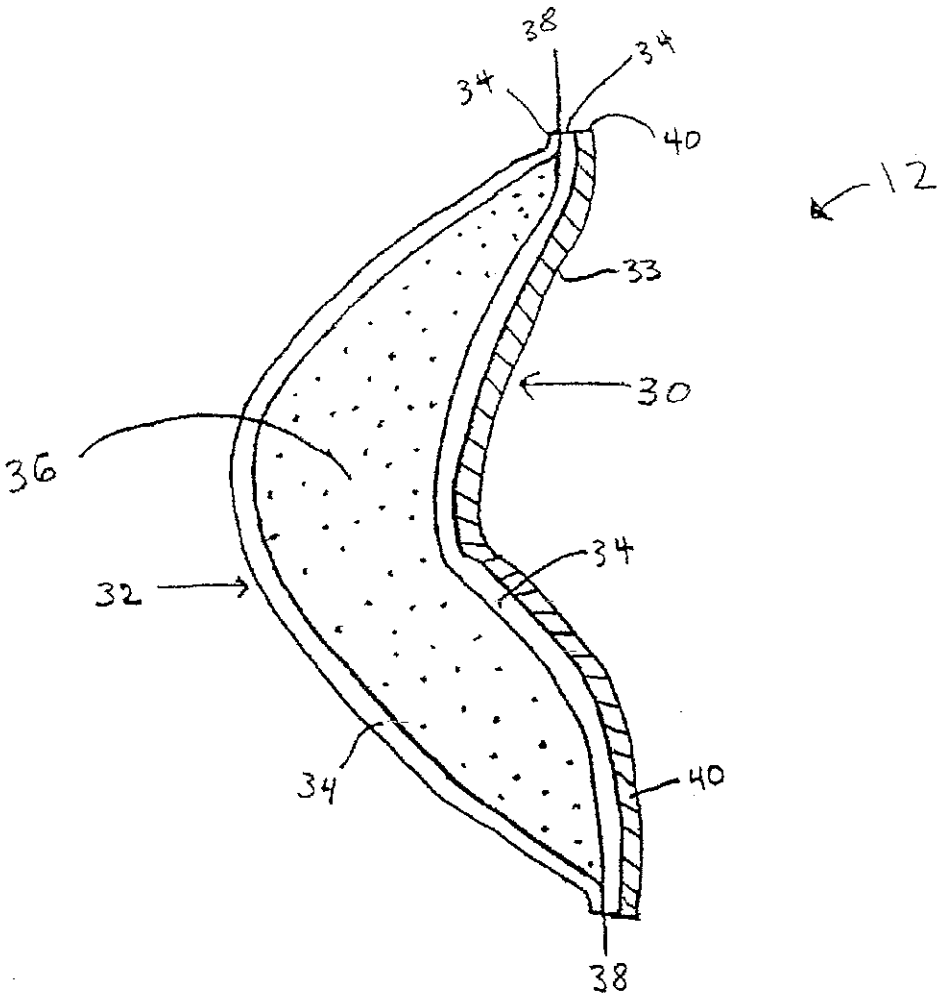


Fig. 4

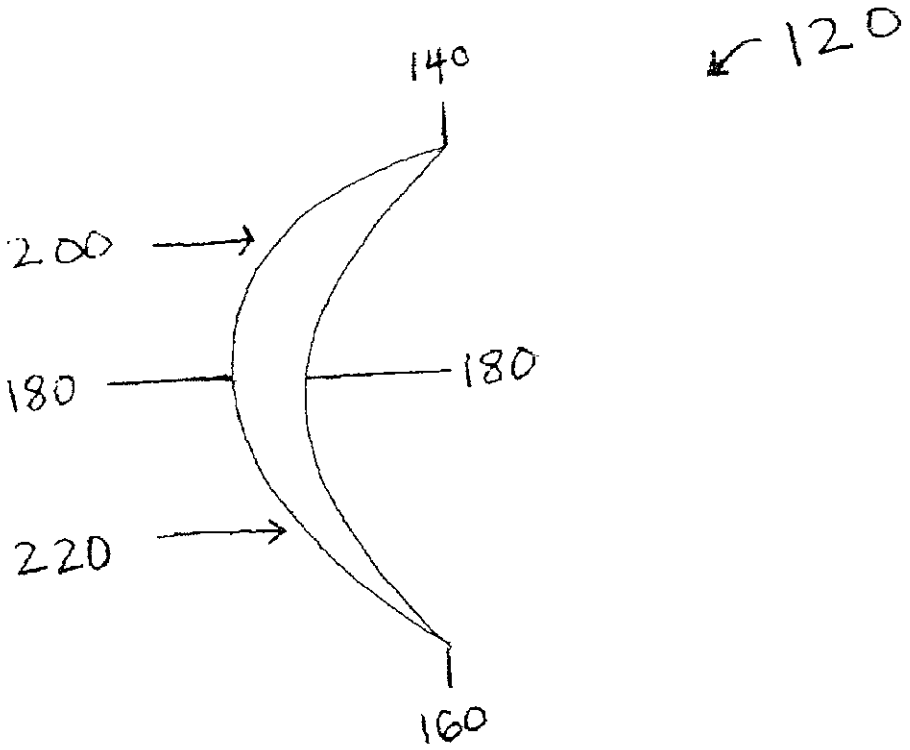


Fig. 5a

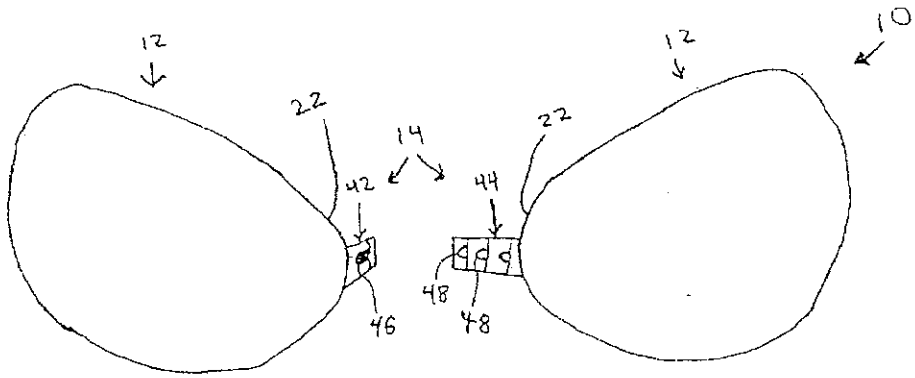


Fig. 5b

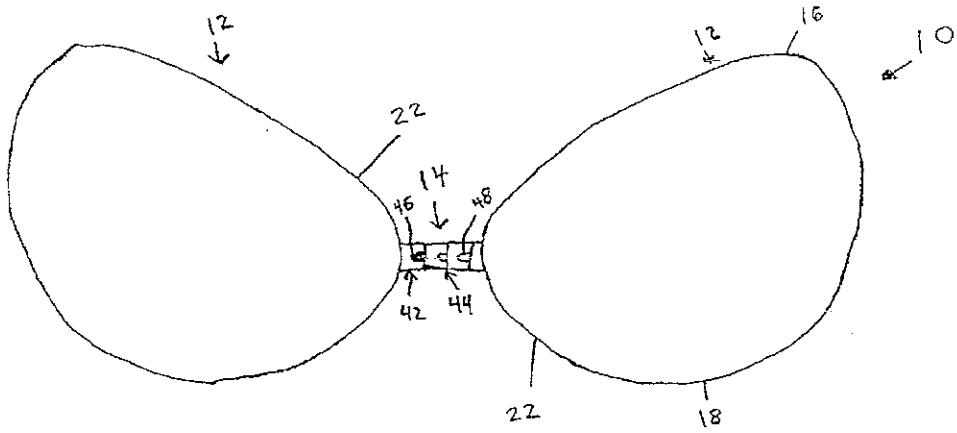


Fig. 6

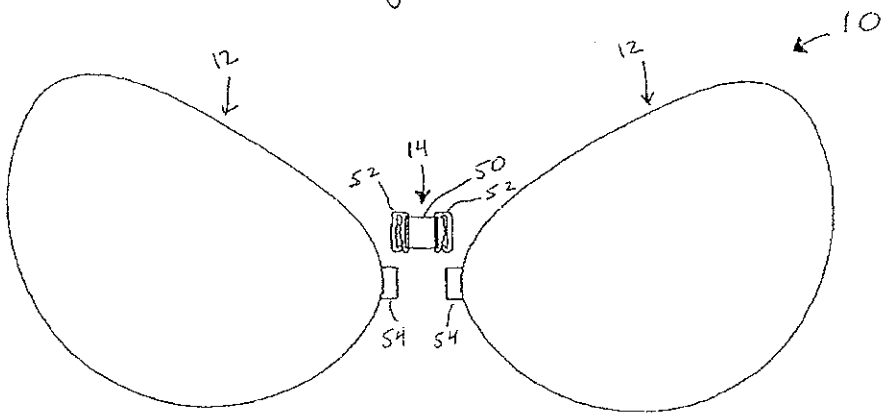


Fig. 7

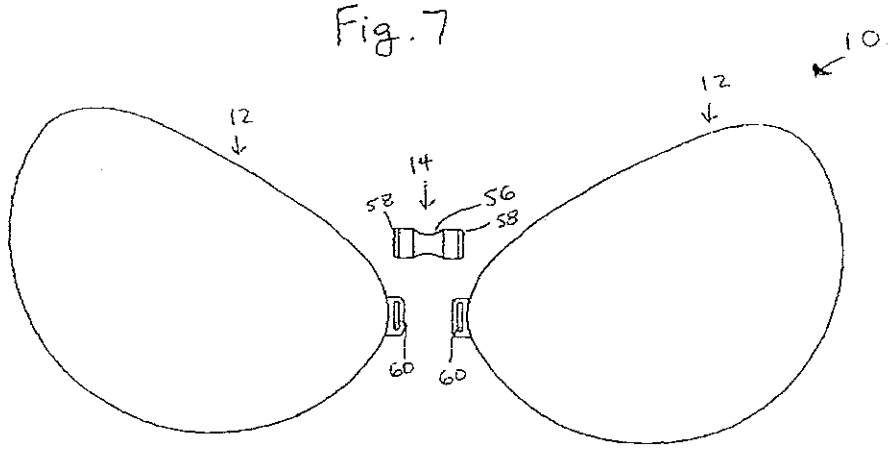


Fig. 8

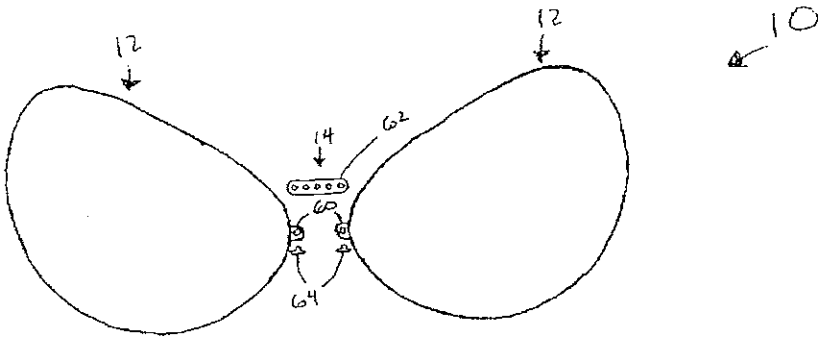


Fig. 9

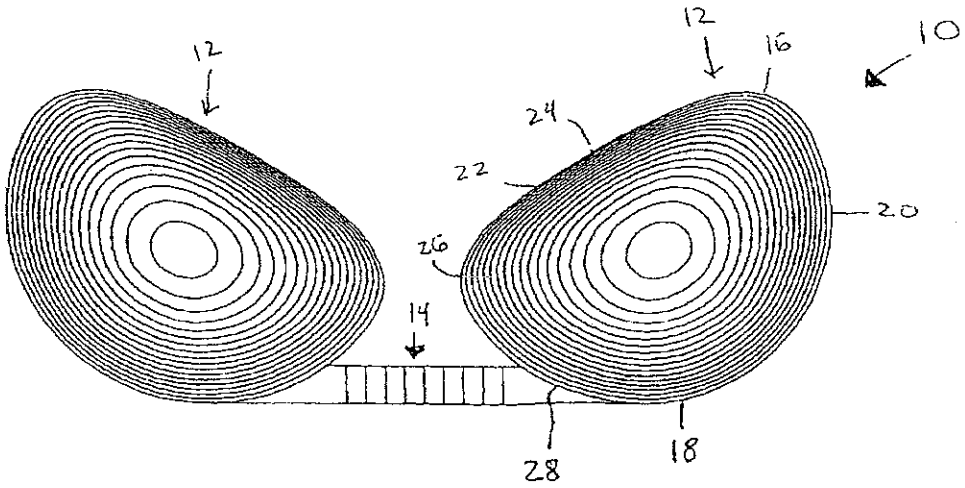
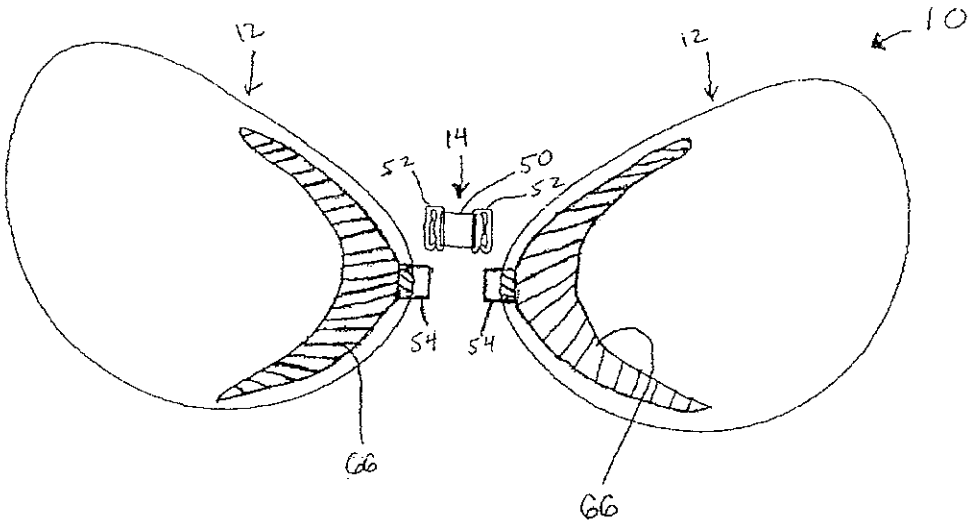


Fig. 10



ATTACHABLE BREAST FORM ENHANCEMENT SYSTEM

FIELD OF THE INVENTION

The present invention relates to an attachable breast form enhancement system comprising a pair of breast forms adjoined by an enhancement connector. More specifically, the breast forms have a re-usable pressure sensitive adhesive layer for adjoining to the user's skin and are adjustably adjoined together by a connector that allows the user to customize the amount of breast cleavage and push-up enhancement.

BACKGROUND OF THE INVENTION

Women who, for whatever reason, are not satisfied with the size of their own breasts and desire larger, more shapely breasts must select among two alternative methods for enhancing their breast size, by either using rudimentary externally worn articles, such as foam pads and the like, or by undergoing a surgical operation to be fitted with a breast implant. Opting for use of a surgical breast implant carries with it the danger inherent in any surgical operation and can be quite expensive. In addition to the dangers inherent with the surgical operation is the potential health dangers that may be associated with using a particular type of breast implant, namely, the silicone breast implant. Accordingly, women wishing to enhance their physical appearance in a non-permanent and health-risk free manner opt to use one of the many types of externally worn articles.

A key feature of such externally worn article is that it look and feel natural so as to complement and not detract from the existing female breast that it is used to enhance. In addition to enhancing an existing breast, externally worn articles are designed to replace a female human breast that has been surgically removed. Externally worn articles that can be worn for the purpose of either enhancing or replacing human breasts are referred to a breast forms, and include a wide range of breast enhancers, breast inserts, and breast prostheses. A popular type of breast form has been made from a silicone gel material that is completely encased by plastic film material. The advantage of this type of breast form is that it looks like a natural human breast when worn and feels natural to the user, thus enhancing the self image and confidence of the user. Other breast forms, such as foam pads, water-filled pads and the like, do not afford the user these important qualities but, rather, look unnatural and feel foreign.

In addition to the demand for devices and methods for enhancing breast size and shape, there is also a demand for being able to use those devices and methods while wearing a full-range of clothing. For example, women wearing a backless dress or a halter top will not want to wear a traditional bra. As a result, bras have been developed that are both backless and strapless. Such backless, strapless bras have used non-permanent adhesives, such as a disposable double-sided tape, to secure the bra to the user. Known backless, strapless bras, however, have only provided limited means for enhancing breast size and shape. For example, known backless, strapless bras having full-sized cups are not designed to easily accommodate a breast form and do not use an adhesive that allows the user to easily remove and re-use the bra.

As a result, there exists a need for a breast form enhancement system that provides the benefits of a breast form, yet also the benefits of a backless, strapless bra. Furthermore, there exists a need for such a system having a permanent and re-usable adhesive that allows the user to position the breast forms in a desired position without concern of the breast forms shifting from that position. Moreover, such a system should have means for pushing-up the breasts and enhancing breast cleavage.

There also exists a need for an improved breast form to be used with an improved breast form enhancement system that is specially designed to accommodate women with sagging breasts. Known breast forms have a structure designed to enhance the lower portion of a user's breast and, therefore, are thicker in the regions that cover that portion. As a result, women who have sagging breasts may not be well suited to use the known breast forms because the known breast forms would only further exaggerate the degree of sagging of the breast because the lower portion of the breast is already larger and rounder than the upper portion of the breast. Therefore, it is desirable to have a breast enhancement system with a breast form that is specially adapted to counter-balance the effect of sagging breasts.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is a front view of a breast form system having a pair of breast forms adjoined by a connector;

FIG. **2** is a side view of one of the breast forms shown in FIG. 1;

FIG. **3** is a side cross-sectional view of a breast form having a fabric layer adjoined to a thermoplastic film material;

FIG. **4** is a side view of a breast form adapted to accommodate sagging breasts;

FIG. **5***a* is a front view of the breast form system of FIG. 1 having an adjustable connector that has not been engaged to adjoin the breast forms;

FIG. **5***b* is a front view of the breast form system of FIG. **5***a* wherein the connector has been engaged to adjoin the breast forms;

FIG. **6** is a front view of the breast form system of FIG. **1** having a single unit connector;

FIG. **7** is a front view of the breast form system of FIG. **6** having a different single unit connector;

FIG. **8** is a front view of the breast form system of FIG. **1** having an adjustable connector assembly;

FIG. **9** is a front view of the breast form system of FIG. 1 wherein the connector is positioned between the bottom inner portions of the breast forms; and

FIG. **10** is a front view of the breast form system of FIG. **6** wherein the connector includes a subassembly of connector patches.

SUMMARY OF THE INVENTION

The present invention provides an attachable breast form enhancement system comprising a pair of breast forms adjoined by a connector. The breast forms have an interior surface with a pressure sensitive adhesive layer that adjoins to the user's breasts. The pressure sensitive adhesive layer can be a permanently grown pressure sensitive adhesive that has an adhesion force to the breast forms that is greater than a cohesion force to the user's breasts. The connector adjoins the separated breast forms by attaching to the inner sides of the breast forms and pulling the user's breasts together. The connector can be either permanently or removably attached to the breast forms. Several different configurations of breast forms and connectors are available to achieve the benefits of

the present system. The present breast forms system allows a user to eliminate the use of traditional bras by simply attaching the pair of breast forms to the user's breasts/skin, and then adjoining the breast forms together with the connector.

Thus, the separated breast forms provide the user with the desired amount of breast size and shape enhancement, and the connector provides the user the desired amount of breast cleavage and push-up enhancement. Because users can control the placement of the breast forms on the users' skin, and can control how much the breasts are pulled together by the connector, the present invention provides users with a single system that allows them to customize the shape and size of their breasts, as well as their breast cleavage and push-up enhancement.

DETAILED DESCRIPTION

Breast form enhancement systems constructed according to principles of this invention, generally comprise a pair of breast forms adjoined by an enhancement connector. FIG. **1** illustrates a front view of a breast form system **10** of this invention. The breast form system **10** includes a pair of breast forms **12** adjoined by a connector **14** that is positioned between opposing surfaces of the two breast forms. The breast forms **12** each have a pressure sensitive adhesive layer that enables the breast forms to be removably attached to each of a user's left and right breasts. The breast forms **12** are separate articles that are independently placed on a left and right breast of a user. Each of the breast forms **12** has the same structure, except one is designed to support and enhance the left breast and the other is designed to support and enhance the right breast. Furthermore, each breast form is designed to adjoin with a portion of the connector **14**, which allows the connector **14** to adjoin the two breast forms.

Generally, the user of the breast form system **10** positions the pressure sensitive adhesive layer of each of the breast forms **12** on the left and right breasts, and then adjoins the breast forms to each other by engaging the connector **14**. The user can create varying degrees of breast cleavage and breast push-up enhancement depending on where the breast forms are positioned on the user's breasts and how much the connector **14** pulls the two breast forms towards each other. Furthermore, the placement of the connector relative to the top and bottom of the breast forms will impact the degree of cleavage and push-up enhancement. Accordingly, the breast form system **10** enables the user to position the breast forms at a position that creates a desired breast shape, and also allows the user to control the amount of cleavage and push-up enhancement by adjoining the breast forms with the connector.

The breast form system **10** can be formed from several different types of breast forms **12**. The breast forms **12** are intended to include all types of externally worn articles that can be worn to enhance or replace a user's breasts. These include, but are not limited to, breast forms made from a volume of silicone gel encased by a thermoplastic film material. The breast forms also include any liquid, air, or gel encased by any foam, plastic, rubber, fabric, or molded unwoven fiber material, as well as any solid material that is suitable for external breast enhancement, such as a foam, soft rubber, fabric, molded unwoven fiber, or plastic. Accordingly, it is understood that a wide range of materials, structures, and sizes are within the scope of the breast forms **12** for purposes of this invention.

A front view of the breast forms **12** is shown in FIG. **1**. Each breast form **12** has a top **16**, a bottom **18** opposite the top, an outer side **20**, and an inner side **22** opposite the outer side. Each breast form also defines an inner top **24**, an inner middle **26**, and an inner bottom **28**. Referring to FIG. **2**, each breast form **12** defines two surfaces relative to the user, a concave interior surface **30** facing towards the user's breasts, and an exterior surface **32** facing opposite the interior surface and away from the user's breasts. The interior surface **30** includes a pressure sensitive adhesive layer **33** that adjoins the breast forms to the user's skin.

The pressure sensitive adhesive layer **33** can include any type of pressure sensitive adhesive (PSA) that is suitable for removably attaching a breast form to a user's skin, such as various types and forms of double-sided tape and permanently grown PSAs. The pressure sensitive adhesive layer **33** allows the user to place each of the breast forms at a position on the user's breasts that will create a desired shape and look of the breasts. The amount and type of PSA comprising the pressure sensitive adhesive layer **33** can vary, as can the portions of the interior surface that have the pressure sensitive adhesive layer. Various factors can contribute to the amount, type, and placement of the pressure sensitive adhesive layer such as the size, shape, and weight of the breast form.

The pressure sensitive adhesive layer **33** is preferably a re-usable PSA that is permanently grown to the interior surface **30** of each breast form from edge to edge. Unlike known adhesives, the pressure sensitive adhesive layer **33** will not readily shift once it is positioned on the user and can be re-used repeatedly without losing its adhesive properties. The pressure sensitive adhesive layer **33** has an adhesion force to the breast forms **12** that is greater than a cohesion force to the user's skin. The pressure sensitive adhesive layer is further able to withstand tremendous movement and pressure from the user without slipping and can even be subjected to water or sweat without degeneration of the adhesive properties. In fact, if the pressure sensitive adhesive layer becomes dirty (i.e. collects unwanted particles such as dust, lint, or debris), it can be cleaned with soap and water to remove the unwanted particles and fully restore the adhesive properties.

The breast forms **12** are each adapted to accommodate the connector **14**. The connector **14** can have many different forms, but generally will have two or more separate portions, where a first portion attaches to one breast form and a second portion attaches to the other breast form. The first and second portions of the connector are designed to engage each other in order to adjoin the two breast forms. Furthermore, the separate portions of the connector **14** can be either permanently or removably attached to the breast forms. It is also possible for the connector **14** to be a single unit that removably attaches to both breast forms. The manner in which the connector **14** attaches to the breast forms will vary depending on the particular structures of the breast forms and the connector.

The breast form system **10** shown in FIG. **1** can represent various combinations of breast forms **12** and connectors **14**. In one embodiment, each of the breast forms **12** includes a volume of silicone gel material encased within a flexible thermoplastic film material, such as polyurethane or the like. The thermoplastic film material can be in the form of two separate sheets that are heat sealed together along a perimeter surface where the interior surface **30** and the exterior surface **32** meet. Additionally, the breast forms can further comprise an optional fabric layer that is permanently joined to the thermoplastic film material.

The fabric layer and thermoplastic film material are permanently and inseparably adjoined by heat lamination or

other similar processes. Referring to FIG. **3**, a side cross-sectional view of the breast form **12** is shown, wherein the breast form has two sheets of thermoplastic film material **34** encasing a volume of silicone gel material **36**, and one of the sheets also has an optional fabric layer. The two sheets **34** are heat sealed along the perimeter of the breast form along point **38**. A fabric layer **40** is permanently adjoined to the sheet **34** that defines the interior surface **30**. The pressure sensitive adhesive layer **33** is permanently grown to the fabric layer **40** from edge to edge. If desired, the fabric layer can be adjoined to the sheet defining the exterior surface **32**, or can be adjoined to both sheets. The fabric layer **40** can be made from any suitable material, such as a two-way or four-way stretchable material that allows the breast form to conform to the user's breast shape.

Another embodiment of the breast form system includes one or more of the breast forms being specially designed to accommodate sagging breasts. Known breast forms are not well suited for women with sagging breasts because the breast forms have a greater thickness near the lower portion of the breast form, which would only further accentuate the sag in the user's breast when the breast form is positioned over the user's breast. A side-view of a breast form **120** that is designed to accommodate sagging breasts is shown in FIG. **4**.

More specifically, the breast form **120** shown in FIG. **4** has a top **140** and a bottom **160** opposite the top. The breast form also defines an apex or center **180**, which is approximately the middle distance between the top **140** and the bottom **160**. The portion of the breast form above the center **180** defines an upper portion **200**, and the portion below the center portion defines a lower portion **220**. The breast form **120** has a greater thickness at the upper portion **200** than a thickness at the lower portion **220**. This design feature is apparent from the side view in FIG. **4**, where the thickness of the upper portion **200** is noticeably greater than the thickness of the lower portion **220**. As a result, the breast form **120** will counterbalance the natural effects of gravity and sag in the user's breast by enhancing the size of the flatter, non-sagging portion of the breast (i.e. where the upper portion **200** will be positioned), thereby creating the appearance of a fuller, more evenly distributed breast.

The connector **14** can be adjoined to the breast form at the interior surface **30** or the exterior surface **32**, or both surfaces. Further, the connector can be adjoined to either the thermoplastic film material or the fabric layer, or both. Because the particular material used to construct the breast forms will vary (i.e. thermoplastic film, rubber, fabric, etc.), the material to which the connector is adjoined should be able to withstand a number of different pulling forces without separating from the breast forms.

Referring to FIGS. **5***a* and **5***b*, the connector **14** is shown as an adjustable clasp assembly. In FIG. **5***a* the connector **14** has a first portion **42** attached to the inner side **22** of one of the breast forms **12**, and a second portion **44** attached to the inner side **22** of the other breast form **12**. The first portion and the second portion are designed to engage each other in order to adjoin the two breast forms. It does not matter to which of the breast forms the first portion **42** and the second portion **44** are attached, so long as the first and second portions are oriented towards each other in a manner that allows them to cooperatively engage. The first portion **42** is shown having a clasp **46** that is adapted to fit within a plurality of loops **48** that are disposed on the second portion **44**. The first portion and second portion are shown prior to being engaged. FIG. **5***b* shows the first portion **42** engaged with the second portion **44**, such that the connector **14** has adjoined the two breast forms **12**. The clasp **46** is shown engaging the first of the three loops **48** of the second portion. Because the connector **14** is adjustable, the user could engage the clasp **46** with one of the other loops, which would result in the two breast forms being pulled closer towards each other, thereby creating more cleavage between the user's breasts.

In FIGS. **5***a* and **5***b*, the connector **14** is shown permanently fixed to the breast forms. More specifically, the first portion **42** and second portion **42** are permanently attached to the inner sides of the breast forms **12**. However, it is possible for the first portion and second portion to be removably attached to the breast forms. For example, the first portion and second portion could attach to the breast forms by way of a button type assembly that snaps through a small hole in each of the breast forms. This would allows both portions of the connector to be removed from the breast forms, which would allow the user to wear the breast forms without adjoining the breast forms.

Another embodiment of the breast form system **10** is shown in FIG. **6**. Again, the breast forms **12** can be any suitable type. The connector **14** is a single unit, as opposed to having two separate portions that adjoin. In the single unit shown, the connector **14** has a body **50** with a pair of hooks **52** attached at each end of the body. The body can be made of any suitable material such as plastic, metal, or various fabrics, such as an elastic fabric. The hooks **52** are adapted to slide into and engage a pair of loops **54** that are attached to the inner sides **22** of each breast forms. The loops **54** are shown permanently attached to the inner sides of each breast form, and have a size that provides for a snug fit between the hooks and the loops. The loops an be made to detach from the breast forms and can vary in size. Generally, the user will slide one of the hooks **52** into one of the loops **54**, and then slide the other hook through the other loop, which adjoins the two breast forms together.

Another embodiment of the connector **14** is shown in FIG. **7**. Similar to FIG. **6**, the connector **14** is a single unit that engages openings that extend from each breast form. The connector **14** has a rigid body **56** with a pair of rigid arms **58** extending from each end of the body. The arms **58** are adapted to snap into receptacles **60** that extend from the inner side of each breast form. Once the arms are snapped into the receptacles, the two breast forms are engaged.

The single unit connectors shown in FIGS. **6** and **7** can each be made into more than one piece, or configured to attach (either permanently or removably) to the one or more of the breast forms. For example, in FIG. **6**, rather than having a pair of hooks **52** attached at both ends of the connector body **50**, a single hook could be attached at one end of the body **50** and the other end of the body could be fixed to one of the breast forms. In this configuration, one breast form would have a loop **54** extending from its inner side, and the other breast form would have the body of the connector with a hook attached thereto. Therefore, it is understood that there are many possible configurations for the connector **14** and the manner in which it connects to the breast forms.

Further embodiments of the breast form system **10** can be achieved by making minor alterations to the connector **14** and the breast forms. For example, referring to FIG. **5***a*, the first portion **42** and the second portion **44** could be mating portions for a VELCRO strap, wherein the first portion includes a strip of nylon having a plurality of minute hooks and the second portion includes a corresponding strip with a surface of uncut pile. Also, the receptacles **60** shown in

FIG. 7 could be changed in shape to be circular or could be made into metal or plastic rings. Further, the connector **14** could simply be a piece of string, or the like, that passes through the rings and allows the user to tie a knot to adjoin the two breast forms. An additional embodiment is shown in FIG. **8**, wherein the connector **14** includes a mounting strap **62** and a pair of plugs **64**. The mounting strap **62** has a plurality of holes that are adapted to engagingly receive the plugs **64**. The breast forms each have a receptacle **60**. The user adjoins the breast forms by aligning one of the holes on the mounting strap with each of the receptacles, and then inserting the plugs through the receptacles and mounting strap. The user can adjust the amount of breast cleavage by adjoining the breast forms closer together on the mounting strap.

The manner in which any of the permanently or removably attached portions of the connector are adjoined to the breast forms can vary. The same is true with respect to portions of the breast form that are adapted to engage the connector. The various portions of the connector and the breast form could be attached by stitching, heat sealing, adhesives, or any other suitable means. For example, the connector can be part of a sub-assembly that attaches to the breast forms. Referring to FIG. **10**, the breast form system of FIG. **6** is shown further comprising a pair of connector patches **66**. The connector patches **66** are each a subassembly that houses the loops **54**, which receive the hooks **52** in order to adjoin the breast forms. Accordingly, the loops are integrally joined to the connector patches **66**, which separately adjoin to the breast forms. The connector patches can have many different shapes and sizes, and can be made from a number of materials, such as a fabric of film material. For example, if the subassembly is made of a thermoplastic film, then it can be heat sealed to the interior or exterior surface of the breast form, or the connector patch can have a permanently grown adhesive that allows the subassembly to be removably attached to the breast form. Therefore, many options exist for adjoining the connector with the breast forms.

The various features of the breast form system **10** allow it to serve as a replacement for the traditional bra, yet also provide breast size and shape enhancement. Moreover, the user is able to customize the amount of breast cleavage and push-up enhancement. Unlike traditional bras, the present breast form system **10** has no straps or cups that are usually necessary to hold the user's breasts or an external breast form or enhancement device. The user can wear the present breast form system without needing to wear any other type of bra. The presence of both the pressure sensitive adhesive layer and the connector makes the present breast form different than currently available bras and enhancement systems. Because the breast forms are positioned directly onto the user's breasts, and because of the specially designed pressure sensitive adhesive layer, the breast forms will remain in the desired position until the user removes them. Furthermore, the user can wear the present breast form system with nearly all possible types of clothing. The outline and structure of the present breast form system is not visible under even the tightest articles of clothing. Additionally, the breast forms can be made of is silicone gel that makes the breast forms so realistic that the breast form system will not be detected by others even when hugging the user.

The present breast form enhancement system allows users to boost their self-esteem without turning to dangerous, or cumbersome, alternatives currently available. Moreover, the present system is well adapted for post-mastectomy patients because the left and right breast forms can be easily made in different sizes. Because the breast forms are individual units, a user can mix and match different sizes to fit their particular needs, and still achieve the full benefits of the enhancement system by including the connector.

Once the user adjoins the breast forms to their skin and creates the desired look and shape, the user can create greater cleavage by pulling the breast forms together to engage the connector. Furthermore, if the user wants to push-up the breasts, the user can position the breast forms at a lower and more outward position on the breasts, and then adjoin the breast forms with the connector, or can select a breast form system that positions the connector a lower region of the breast forms.

The placement of the connector relative to the top **16** and bottom **18** of the breast forms will control the amount of push-up enhancement. For example, compare the positioning of the connector **14** in FIG. **9** to the positioning of the connector **14** in FIG. **1**. The connector in FIG. **1** is positioned at the inner middle **26** portion of the breast forms. The connector in FIG. **9** is positioned at the inner bottom **28** portion of the breast forms and, as a result, when the breast forms are adjoined by pulling them together to engage the connector, the user's breasts are pulled together and pushed upward. Therefore, the present breast form system **10** provides more or less push-up enhancement by regulating the placement of the connector.

In addition to the specific features and embodiments described above, it is understood that the present invention includes all equivalents to the structures and systems described herein, and is not to be limited to the disclosed embodiments. For example, the connector can be made an integral portion of the breast forms that is either attached or removable. Individuals skilled in the art to which the present breast form enhancement system pertains will understand that variations and modifications to the embodiments described can be used beneficially without departing from the scope of the invention.

What is claimed is:

1. An improved backless, strapless breast form system to be worn in place of a traditional bra, comprising:

a pair of breast forms, wherein each breast form comprises:

a volume of silicone gel encased between thermoplastic film material;

a concave interior surface, the interior surface facing towards a user's breast, wherein substantially the entire interior surface from edge to edge comprises a pressure sensitive adhesive layer disposed thereon for adjoining the breast form to the user's breast;

an outer side facing towards the user's armpit, and an inner side facing opposite the outer side, wherein the breast form is secured to the user's breast solely by the pressure sensitive adhesive layer; and

a connector adapted to adjoin the breast forms, wherein the connector is positioned between the inner sides of each of the breast forms.

2. The breast form system of claim **1** wherein the connector comprises a first portion attached to one of the breast forms and a second portion attached to the other of the breast forms, and the first portion and the second portion are adapted to cooperatively engage.

3. The breast form system of claim 2 wherein the first portion and the second portion are removably attached to the breast forms.

4. The breast form system of claim 1 wherein the connector is a single unit adapted to engage inner side surfaces of the breast forms.

5. The breast form system of claim 1 wherein the pressure sensitive adhesive layer has an adhesion force to the interior surface of the breast forms that is greater than a cohesion force to the user's skin.

6. The breast form system of claim 1 wherein at least one of the breast forms comprises an upper portion and a lower portion, the upper portion having a greater thickness than the lower portion.

7. The breast form system of claim 1 wherein the pressure sensitive adhesive layer is integrally fanned on the interior surface.

* * * * *

EXHIBIT 2

US006852001B2

(12) **United States Patent**
Chen et al.

(10) **Patent No.: US 6,852,001 B2**
(45) **Date of Patent: Feb. 8, 2005**

(54) **ATTACHABLE BREAST FORM ENHANCEMENT SYSTEM**

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(73) Assignee: **Bragel International, Inc.**, Pomona, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **10/801,901**

(22) Filed: **Mar. 15, 2004**

(65) **Prior Publication Data**

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Related U.S. Application Data

(63) Continuation of application No. 10/159,251, filed on May 31, 2002, now Pat. No. 6,758,720.

(51) **Int. Cl.**[7] **A41C 3/00**
(52) **U.S. Cl.** **450/57**; 450/81
(58) **Field of Search** 450/54–58, 81, 450/88, 92, 38, 39, 63, 69, 71, 72; 2/267, 268; 623/7, 8

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Primary Examiner—Gloria M. Hale
(74) *Attorney, Agent, or Firm*—Christie, Parker & Hale, LLP

(57) **ABSTRACT**

A backless, strapless breast form system to be worn in place of a traditional bra having a pair of breast forms. Each breast form includes a volume of silicone gel encased between thermoplastic film material, and a concave interior surface facing towards a user's breast having a pressure sensitive adhesive layer for securing the breast form to the user's breast. There is a connector having a first portion secured to an inner side surface of one breast form and a second portion secured to an inner side surface of the other breast form, where the first portion and the second portion are adapted to cooperatively engage, that adjoins the two breast forms together.

7 Claims, 7 Drawing Sheets

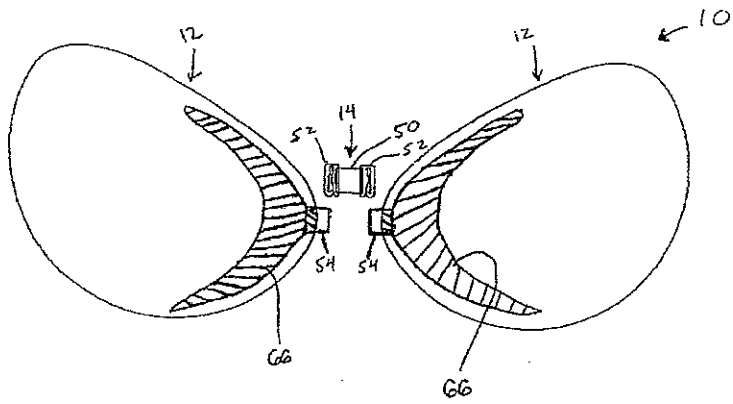

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Fig. 1

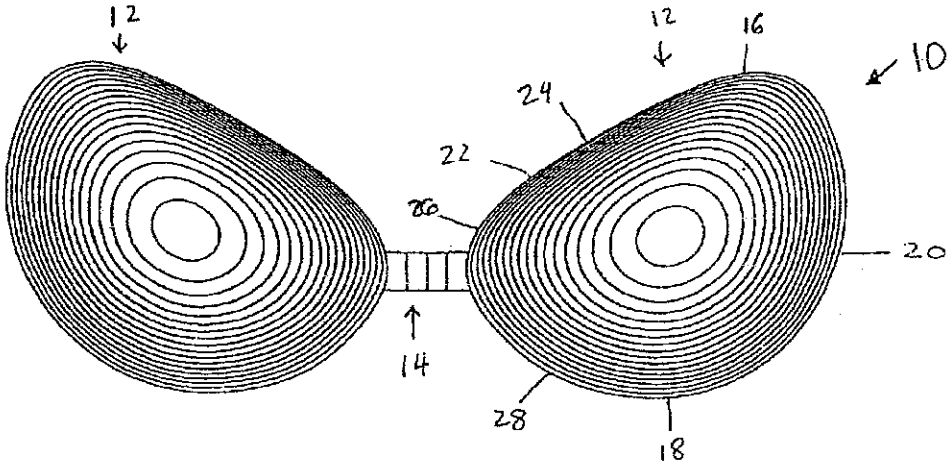


Fig. 2

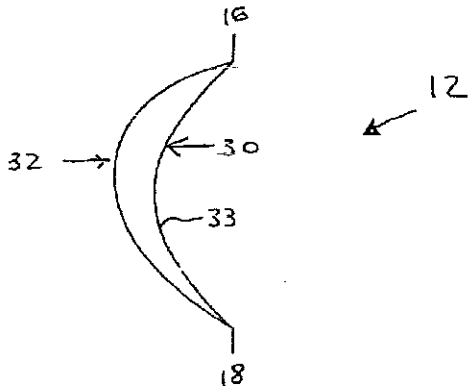


Fig. 3

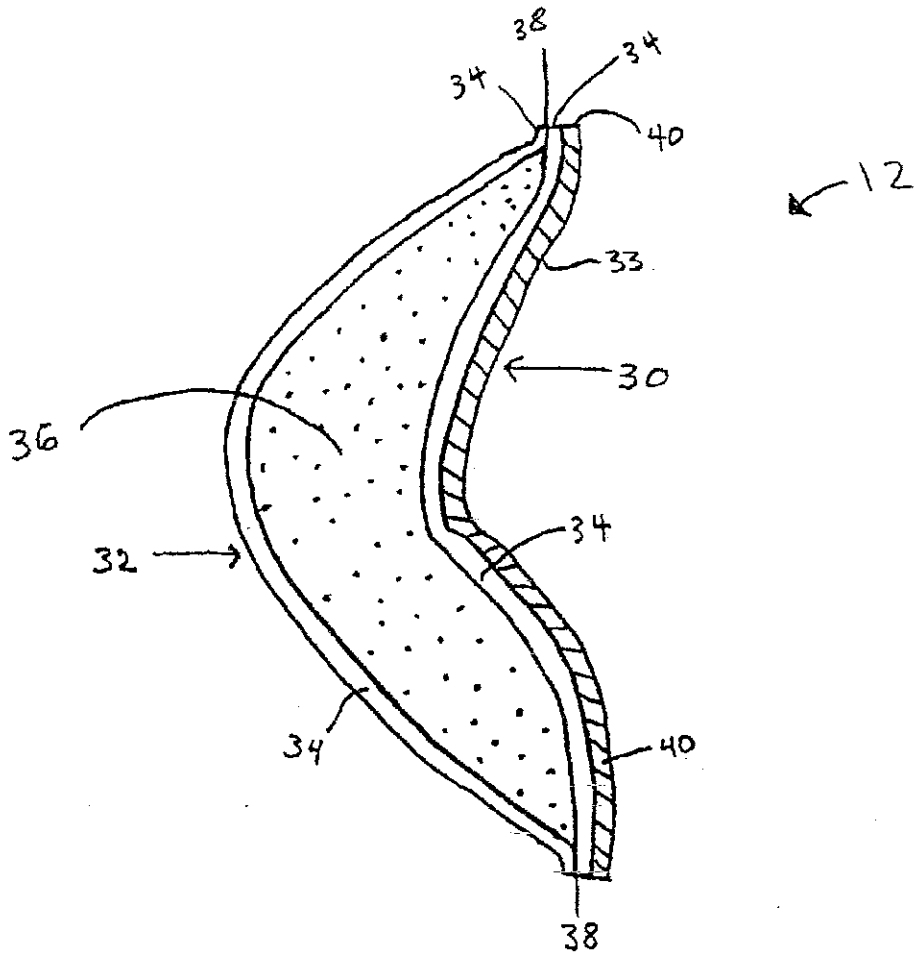


Fig. 4

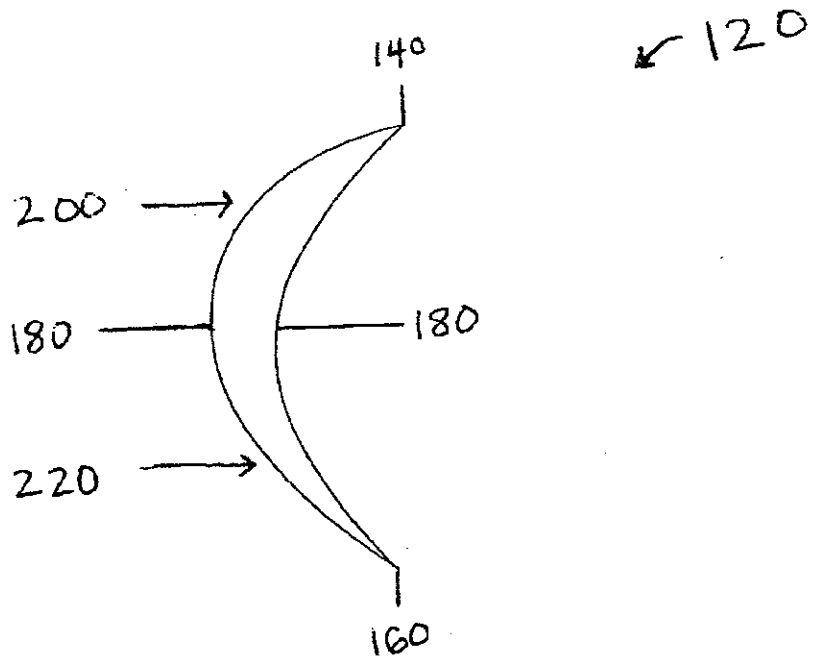


Fig. 5a

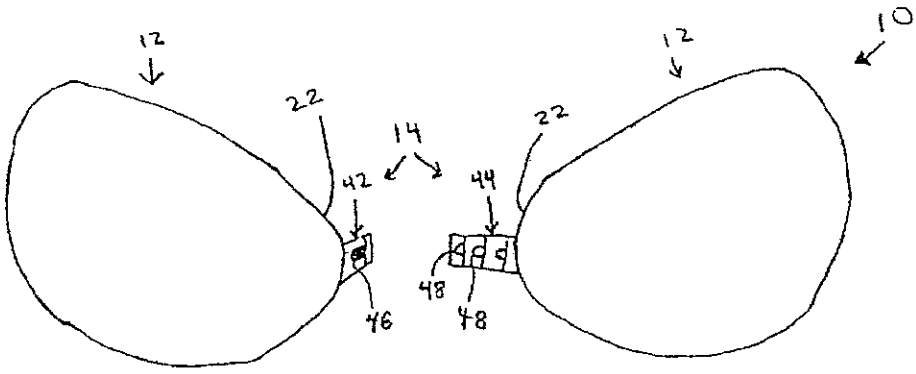


Fig. 5b

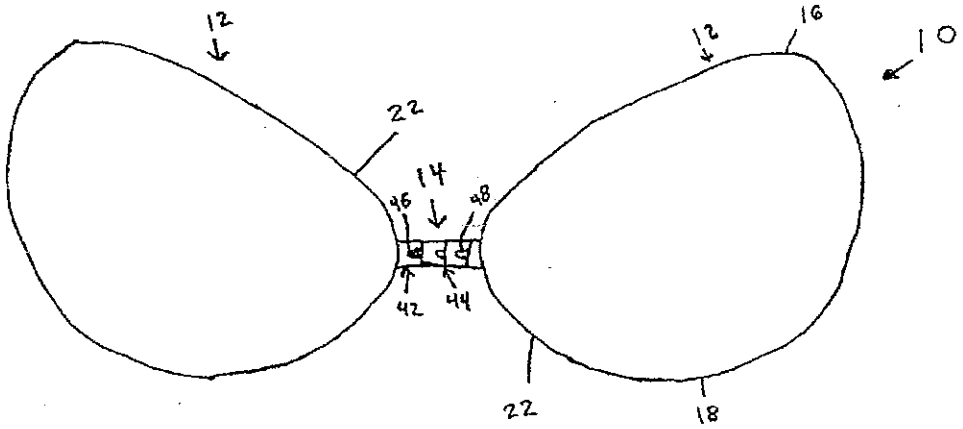


Fig. 6

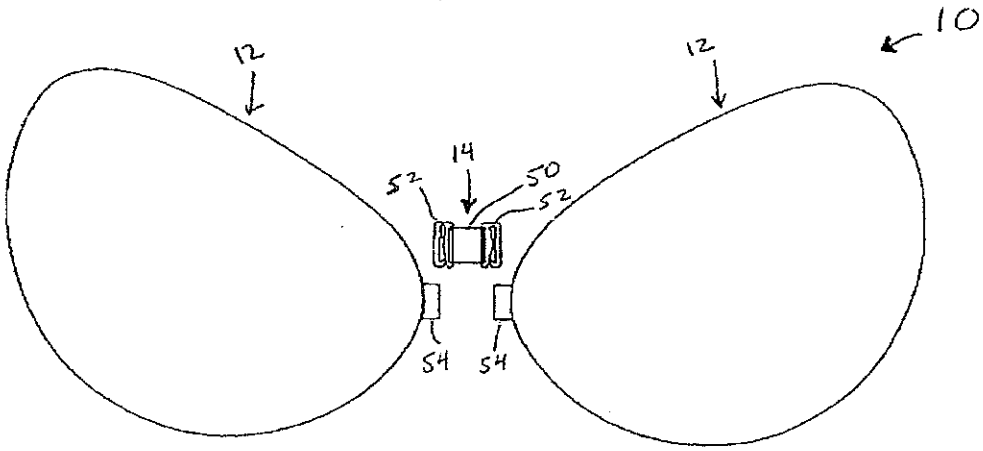


Fig. 7

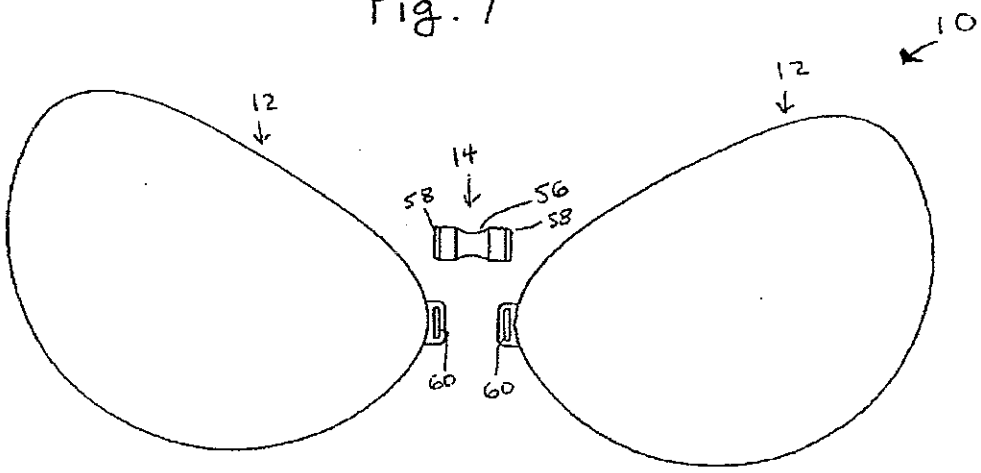


Fig. 8

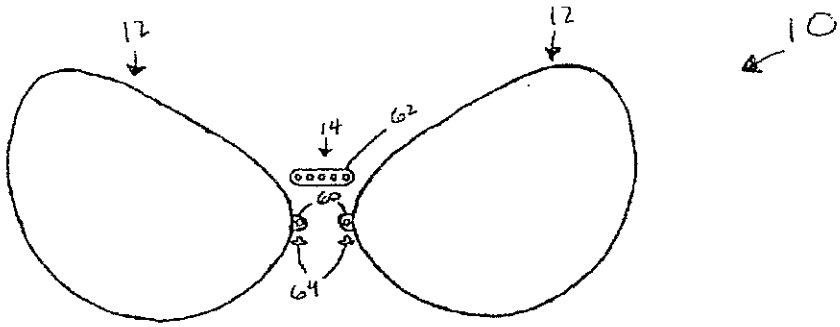


Fig. 9

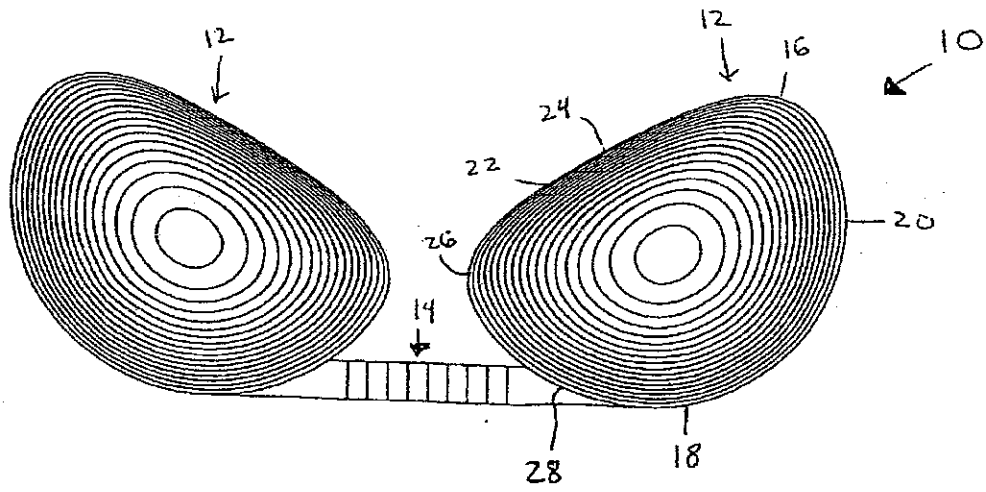
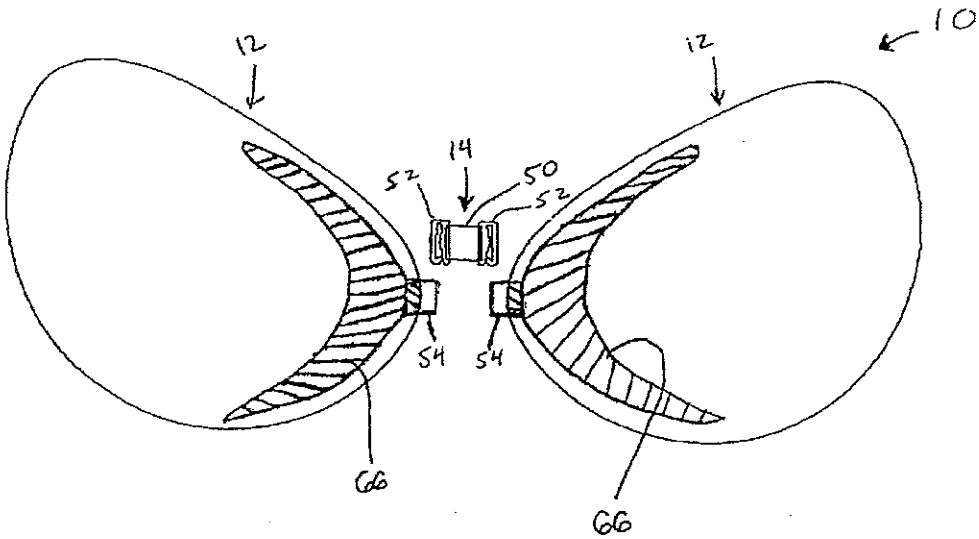


Fig. 10



ATTACHABLE BREAST FORM ENHANCEMENT SYSTEM

CROSS-REFERENCE TO RELATED APPLICATION(S)

This application is a continuation of U.S. patent application Ser. No. 10/159,251, filed May 31, 2002 now U.S. Pat. No. 6,758,720. Other related patents include U.S. Pat. No. 6,780,081 (U.S patent application No. 10/211,110) and patent application No. 10/801,479, now pending.

FIELD OF THE INVENTION

The present invention relates to an attachable breast form enhancement system comprising a pair of breast forms adjoined by an enhancement connector. More specifically, the breast forms have a re-usable pressure sensitive adhesive layer for adjoining to the user's skin and are adjustably adjoined together by a connector that allows the user to customize the amount of breast cleavage and push-up enhancement.

BACKGROUND OF THE INVENTION

Women who, for whatever reason, are not satisfied with the size of their own breasts and desire larger, more shapely breasts must select among two alternative methods for enhancing their breast size, by either using rudimentary externally worn articles, such as foam pads and the like, or by undergoing a surgical operation to be fitted with a breast implant. Opting for use of a surgical breast implant carries with it the danger inherent in any surgical operation and can be quite expensive. In addition to the dangers inherent with the surgical operation is the potential health dangers that may be associated with using a particular type of breast implant, namely, the silicone breast implant. Accordingly, women wishing to enhance their physical appearance in a non-permanent and health-risk free manner opt to use one of the many types of externally worn articles.

A key feature of such externally worn article is that it look and feel natural so as to complement and not detract from the existing female breast that it is used to enhance. In addition to enhancing an existing breast, externally worn articles are designed to replace a female human breast that has been surgically removed. Externally worn articles that can be worn for the purpose of either enhancing or replacing human breasts are referred to a breast forms, and include a wide range of breast enhancers, breast inserts, and breast prostheses. A popular type of breast form has been made from a silicone gel material that is completely encased by plastic film material. The advantage of this type of breast form is that it looks like a natural human breast when worn and feels natural to the user, thus enhancing the self image and confidence of the user. Other breast forms, such as foam pads, water-filled pads and the like, do not afford the user these important qualities but, rather, look unnatural and feel foreign.

In addition to the demand for devices and methods for enhancing breast size and shape, there is also a demand for being able to use those devices and methods while wearing a full-range of clothing. For example, women wearing a backless dress or a halter top will not want to wear a traditional bra. As a result, bras have been developed that are both backless and strapless. Such backless, strapless bras have used non-permanent adhesives, such as a disposable double-sided tape, to secure the bra to the user. Known backless, strapless bras, however, have only provided limited means for enhancing breast size and shape. For example, known backless, strapless bras having full-sized cups are not designed to easily accommodate a breast form and do not use an adhesive that allows the user to easily remove and re-use the bra.

As a result, there exists a need for a breast form enhancement system that provides the benefits of a breast form, yet also the benefits of a backless, strapless bra. Furthermore, there exists a need for such a system having a permanent and re-usable adhesive that allows the user to position the breast forms in a desired position without concern of the breast forms shifting from that position. Moreover, such a system should have means for pushing-up the breasts and enhancing breast cleavage.

There also exists a need for an improved breast form to be used with an improved breast form enhancement system that is specially designed to accommodate women with sagging breasts. Known breast forms have a structure designed to enhance the lower portion of a user's breast and, therefore, are thicker in the regions that cover that portion. As a result, women who have sagging breasts may not be well suited to use the known breast forms because the known breast forms would only further exaggerate the degree of sagging of the breast because the lower portion of the breast is already larger and rounder than the upper portion of the breast. Therefore, it is desirable to have a breast enhancement system with a breast form that is specially adapted to counter-balance the effect of sagging breasts.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is a front view of a breast form system having a pair of breast forms adjoined by a connector;

FIG. **2** is a side view of one of the breast forms shown in FIG. **1**;

FIG. **3** is a side cross-sectional view of a breast form having a fabric layer adjoined to a thermoplastic film material;

FIG. **4** is a side view of a breast form adapted to accommodate sagging breasts;

FIG. **5***a* is a front view of the breast form system of FIG. **1** having an adjustable connector that has not been engaged to adjoin the breast forms;

FIG. **5***b* is a front view of the breast form system of FIG. **5***a* wherein the connector has been engaged to adjoin the breast forms;

FIG. **6** is a front view of the breast form system of FIG. **1** having a single unit connector;

FIG. **7** is a front view of the breast form system of FIG. **6** having a different single unit connector;

FIG. **8** is a front view of the breast form system of FIG. **1** having an adjustable connector assembly;

FIG. **9** is a front view of the breast form system of FIG. **1** wherein the connector is positioned between the bottom inner portions of the breast forms; and

FIG. **10** is a front view of the breast form system of FIG. **6** wherein the connector includes a subassembly of connector patches.

SUMMARY OF THE INVENTION

The present invention provides an attachable breast form enhancement system comprising a pair of breast forms adjoined by a connector. The breast forms have an interior surface with a pressure sensitive adhesive layer that adjoins to the user's breasts. The pressure sensitive adhesive layer

can be a permanently grown pressure sensitive adhesive that has an adhesion force to the breast forms that is greater than a cohesion force to the user's breasts. The connector adjoins the separated breast forms by attaching to the inner sides of the breast forms and pulling the user's breasts together. The connector can be either permanently or removably attached to the breast forms. Several different configurations of breast forms and connectors are available to achieve the benefits of the present system. The present breast forms system allows a user to eliminate the use of traditional bras by simply attaching the pair of breast forms to the user's breasts/skin, and then adjoining the breast forms together with the connector.

Thus, the separated breast forms provide the user with the desired amount of breast size and shape enhancement, and the connector provides the user the desired amount of breast cleavage and push-up enhancement. Because users can control the placement of the breast forms on the users' skin, and can control how much the breasts are pulled together by the connector, the present invention provides users with a single system that allows them to customize the shape and size of their breasts, as well as their breast cleavage and push-up enhancement.

DETAILED DESCRIPTION

Breast form enhancement systems constructed according to principles of this invention, generally comprise a pair of breast forms adjoined by an enhancement connector. FIG. **1** illustrates a front view of a breast form system **10** of this invention. The breast form system **10** includes a pair of breast forms **12** adjoined by a connector **14** that is positioned between opposing surfaces of the two breast forms. The breast forms **12** each have a pressure sensitive adhesive layer that enables the breast forms to be removably attached to each of a user's left and right breasts. The breast forms **12** are separate articles that are independently placed on a left and right breast of a user. Each of the breast forms **12** has the same structure, except one is designed to support and enhance the left breast and the other is designed to support and enhance the right breast. Furthermore, each breast form is designed to adjoin with a portion of the connector **14**, which allows the connector **14** to adjoin the two breast forms.

Generally, the user of the breast form system **10** positions the pressure sensitive adhesive layer of each of the breast forms **12** on the left and right breasts, and then adjoins the breast forms to each other by engaging the connector **14**. The user can create varying degrees of breast cleavage and breast push-up enhancement depending on where the breast forms are positioned on the user's breasts and how much the connector **14** pulls the two breast forms towards each other. Furthermore, the placement of the connector relative to the top and bottom of the breast forms will impact the degree of cleavage and push-up enhancement. Accordingly, the breast form system **10** enables the user to position the breast forms at a position that creates a desired breast shape, and also allows the user to control the amount of cleavage and push-up enhancement by adjoining the breast forms with the connector.

The breast form system **10** can be formed from several different types of breast forms **12**. The breast forms **12** are intended to include all types of externally worn articles that can be worn to enhance or replace a user's breasts. These include, but are not limited to, breast forms made from a volume of silicone gel encased by a thermoplastic film material. The breast forms also include any liquid, air, or gel encased by any foam, plastic, rubber, fabric, or molded unwoven fiber material, as well as any solid material that is suitable for external breast enhancement, such as a foam, soft rubber, fabric, molded unwoven fiber, or plastic. Accordingly, it is understood that a wide range of materials, structures, and sizes are within the scope of the breast forms **12** for purposes of this invention.

A front view of the breast forms **12** is shown in FIG. **1**. Each breast form **12** has a top **16**, a bottom **18** opposite the top, an outer side **20**, and an inner side **22** opposite the outer side. Each breast form also defines an inner top **24**, an inner middle **26**, and an inner bottom **28**. Referring to FIG. **2**, each breast form **12** defines two surfaces relative to the user, an interior surface **30** facing towards the user's breasts, and an exterior surface **32** facing opposite the interior surface and away from the user's breasts. The interior surface **30** includes a pressure sensitive adhesive layer **33** that adjoins the breast forms to the user's skin.

The pressure sensitive adhesive layer **33** can include any type of pressure sensitive adhesive (PSA) that is suitable for removably attaching a breast form to a user's skin, such as various types and forms of double-sided tape and permanently grown PSAs. The pressure sensitive adhesive layer **33** allows the user to place each of the breast forms at a position on the user's breasts that will create a desired shape and look of the breasts. The amount and type of PSA comprising the pressure sensitive adhesive layer **33** can vary, as can the portions of the interior surface that have the pressure sensitive adhesive layer. Various factors can contribute to the amount, type, and placement of the pressure sensitive adhesive layer such as the size, shape, and weight of the breast form.

The pressure sensitive adhesive layer **33** is preferably a re-usable PSA that is permanently grown to the interior surface **30** of each breast form. Unlike known adhesives, the pressure sensitive adhesive layer **33** will not readily shift once it is positioned on the user and can be re-used repeatedly without losing its adhesive properties. The pressure sensitive adhesive layer **33** has an adhesion force to the breast forms **12** that is greater than a cohesion force to the user's skin. The pressure sensitive adhesive layer is further able to withstand tremendous movement and pressure from the user without slipping and can even be subjected to water or sweat without degeneration of the adhesive properties. In fact, if the pressure sensitive adhesive layer becomes dirty (i.e. collects unwanted particles such as dust, lint, or debris), it can be cleaned with soap and water to remove the unwanted particles and fully restore the adhesive properties.

The breast forms **12** are each adapted to accommodate the connector **14**. The connector **14** can have many different forms, but generally will have two or more separate portions, where a first portion attaches to one breast form and a second portion attaches to the other breast form. The first and second portions of the connector are designed to engage each other in order to adjoin the two breast forms. Furthermore, the separate portions of the connector **14** can be either permanently or removably attached to the breast forms. It is also possible for the connector **14** to be a single unit that removably attaches to both breast forms. The manner in which the connector **14** attaches to the breast forms will vary depending on the particular structures of the breast forms and the connector.

The breast form system **10** shown in FIG. **1** can represent various combinations of breast forms **12** and connectors **14**. In one embodiment, each of the breast forms **12** includes a volume of silicone gel material encased within a flexible

thermoplastic film material, such as polyurethane or the like. The thermoplastic film material can be in the form of two separate sheets that are heat sealed together along a perimeter surface where the interior surface **30** and the exterior surface **32** meet. Additionally, the breast forms can further comprise an optional fabric layer that is permanently joined to the thermoplastic film material.

The fabric layer and thermoplastic film material are permanently and inseparably adjoined by heat lamination or other similar processes. Referring to FIG. **3**, a side cross-sectional view of the breast form **12** is shown, wherein the breast form has two sheets of thermoplastic film material **34** encasing a volume of silicone gel material **36**, and one of the sheets also has an optional fabric layer. The two sheets **34** are heat sealed along the perimeter of the breast form along point **38**. A fabric layer **40** is permanently adjoined to the sheet **34** that defines the interior surface **30**. The pressure sensitive adhesive layer **33** is permanently grown to the fabric layer **40**. If desired, the fabric layer can be adjoined to the sheet defining the exterior surface **32**, or can be adjoined to both sheets. The fabric layer **40** can be made from any suitable material, such as a two-way or four-way stretchable material that allows the breast form to conform to the user's breast shape.

Another embodiment of the breast form system includes one or more of the breast forms being specially designed to accommodate sagging breasts. Known breast forms are not well suited for women with sagging breasts because the breast forms have a greater thickness near the lower portion of the breast form, which would only further accentuate the sag in the user's breast when the breast form is positioned over the user's breast. A side-view of a breast form **120** that is designed to accommodate sagging breasts is shown in FIG. **4**.

More specifically, the breast form **120** shown in FIG. **4** has a top **140** and a bottom **160** opposite the top. The breast form also defines an apex or center **180**, which is approximately the middle distance between the top **140** and the bottom **160**. The portion of the breast form above the center **180** defines an upper portion **200**, and the portion below the center portion defines a lower portion **220**. The breast form **120** has a greater thickness at the upper portion **200** than a thickness at the lower portion **220**. This design feature is apparent from the side view in FIG. **4**, where the thickness of the upper portion **200** is noticeably greater than the thickness of the lower portion **220**. As a result, the breast form **120** will counter-balance the natural effects of gravity and sag in the user's breast by enhancing the size of the flatter, non-sagging portion of the breast (i.e. where the upper portion **200** will be positioned), thereby creating the appearance of a fuller, more evenly distributed breast.

The connector **14** can be adjoined to the breast form at the interior surface **30** or the exterior surface **32**, or both surfaces. Further, the connector can be adjoined to either the thermoplastic film material or the fabric layer, or both. Because the particular material used to construct the breast forms will vary (i.e. thermoplastic film, rubber, fabric, etc.), the material to which the connector is adjoined should be able to withstand a number of different pulling forces without separating from the breast forms.

Referring to FIGS. **5***a* and **5***b*, the connector **14** is shown as an adjustable clasp assembly. In FIG. **5***a* the connector **14** has a first portion **42** attached to the inner side **22** of one of the breast forms **12**, and a second portion **44** attached to the inner side **22** of the other breast form **12**. The first portion and the second portion are designed to engage each other in order to adjoin the two breast forms. It does not matter to which of the breast forms the first portion **42** and the second portion **44** are attached, so long as the first and second portions are oriented towards each other in a manner that allows them to cooperatively engage. The first portion **42** is shown having a clasp **46** that is adapted to fit within a plurality of loops **48** that are disposed on the second portion **44**. The first portion and second portion are shown prior to being engaged. FIG. **5***b* shows the first portion **42** engaged with the second portion **44**, such that the connector **14** has adjoined the two breast forms **12**. The clasp **46** is shown engaging the first of the three loops **48** of the second portion. Because the connector **14** is adjustable, the user could engage the clasp **46** with one of the other loops, which would result in the two breast forms being pulled closer towards each other, thereby creating more cleavage between the user's breasts.

In FIGS. **5***a* and **5***b*, the connector **14** is shown permanently fixed to the breast forms. More specifically, the first portion **42** and second portion **42** are permanently attached to the inner sides of the breast forms **12**. However, it is possible for the first portion and second portion to be removably attached to the breast forms. For example, the first portion and second portion could attach to the breast forms by way of a button type assembly that snaps through a small hole in each of the breast forms. This would allows both portions of the connector to be removed from the breast forms, which would allow the user to wear the breast forms without adjoining the breast forms.

Another embodiment of the breast form system **10** is shown in FIG. **6**. Again, the breast forms **12** can be any suitable type. The connector **14** is a single unit, as opposed to having two separate portions that adjoin. In the single unit shown, the connector **14** has a body **50** with a pair of hooks **52** attached at each end of the body. The body can be made of any suitable material such as plastic, metal, or various fabrics, such as an elastic fabric. The hooks **52** are adapted to slide into and engage a pair of loops **54** that are attached to the inner sides **22** of each breast forms. The loops **54** are shown permanently attached to the inner sides of each breast form, and have a size that provides for a snug fit between the hooks and the loops. The loops an be made to detach from the breast forms and can vary in size. Generally, the user will slide one of the hooks **52** into one of the loops **54**, and then slide the other hook through the other loop, which adjoins the two breast forms together.

Another embodiment of the connector **14** is shown in FIG. **7**. Similar to FIG. **6**, the connector **14** is a single unit that engages openings that extend from each breast form. The connector **14** has a rigid body **56** with a pair of rigid arms **58** extending from each end of the body. The arms **58** are adapted to snap into receptacles **60** that extend from the inner side of each breast form. Once the arms are snapped into the receptacles, the two breast forms are engaged.

The single unit connectors shown in FIGS. **6** and **7** can each be made into more than one piece, or configured to attach (either permanently or removably) to the one or more of the breast forms. For example, in FIG. **6**, rather than having a pair of hooks **52** attached at both ends of the connector body **50**, a single hook could be attached at one end of the body **50** and the other end of the body could be fixed to one of the breast forms. In this configuration, one breast form would have a loop **54** extending from its inner side, and the other breast form would have the body of the connector with a hook attached thereto. Therefore, it is understood that there are many possible configurations for the connector **14** and the manner in which it connects to the breast forms.

Further embodiments of the breast form system **10** can be achieved by making minor alterations to the connector **14** and the breast forms. For example, referring to FIG. **5***a*, the first portion **42** and the second portion **44** could be mating portions for a velcro strap. Also, the receptacles **60** shown in FIG. **7** could be changed in shape to be circular or could be made into metal or plastic rings. Further, the connector **14** could simply be a piece of string, or the like, that passes through the rings and allows the user to tie a knot to adjoin the two breast forms. An additional embodiment is shown in FIG. **8**, wherein the connector **14** includes a mounting strap **62** and a pair of plugs **64**. The mounting strap **62** has a plurality of holes that are adapted to engagingly receive the plugs **64**. The breast forms each have a receptacle **60**. The user adjoins the breast forms by aligning one of the holes on the mounting strap with each of the receptacles, and then inserting the plugs through the receptacles and mounting strap. The user can adjust the amount of breast cleavage by adjoining the breast forms closer together on the mounting strap.

The manner in which any of the permanently or removably attached portions of the connector are adjoined to the breast forms can vary. The same is true with respect to portions of the breast form that are adapted to engage the connector. The various portions of the connector and the breast form could be attached by stitching, heat sealing, adhesives, or any other suitable means. For example, the connector can be part of a sub-assembly that attaches to the breast forms. Referring to FIG. **10**, the breast form system of FIG. **6** is shown further comprising a pair of connector patches **66**. The connector patches **66** are each a subassembly that houses the loops **54**, which receive the hooks **52** in order to adjoin the breast forms. Accordingly, the loops are integrally joined to the connector patches **66**, which separately adjoin to the breast forms. The connector patches can have many different shapes and sizes, and can be made from a number of materials, such as a fabric of film material. For example, if the subassembly is made of a thermoplastic film, then it can be heat sealed to the interior or exterior surface of the breast form, or the connector patch can have a permanently grown adhesive that allows the subassembly to be removably attached to the breast form. Therefore, many options exist for adjoining the connector with the breast forms.

The various features of the breast form system **10** allow it to serve as a replacement for the traditional bra, yet also provide breast size and shape enhancement. Moreover, the user is able to customize the amount of breast cleavage and push-up enhancement. Unlike traditional bras, the present breast form system **10** has no straps or cups that are usually necessary to hold the user's breasts or an external breast form or enhancement device. The user can wear the present breast form system without needing to wear any other type of bra. The presence of both the pressure sensitive adhesive layer and the connector makes the present breast form different than currently available bras and enhancement systems. Because the breast forms are positioned directly onto the user's breasts, and because of the specially designed pressure sensitive adhesive layer, the breast forms will remain in the desired position until the user removes them. Furthermore, the user can wear the present breast form system with nearly all possible types of clothing. The outline and structure of the present breast form system is not visible under even the tightest articles of clothing. Additionally, the breast forms can be made of is silicone gel that makes the breast forms so realistic that the breast form system will not be detected by others even when hugging the user.

The present breast form enhancement system allows users to boost their self-esteem without turning to dangerous, or cumbersome, alternatives currently available. Moreover, the present system is well adapted for post-mastectomy patients because the left and right breast forms can be easily made in different sizes. Because the breast forms are individual units, a user can mix and match different sizes to fit their particular needs, and still achieve the full benefits of the enhancement system by including the connector.

Once the user adjoins the breast forms to their skin and creates the desired look and shape, the user can create greater cleavage by pulling the breast forms together to engage the connector. Furthermore, if the user wants to push-up the breasts, the user can position the breast forms at a lower and more outward position on the breasts, and then adjoin the breast forms with the connector, or can select a breast form system that positions the connector a lower region of the breast forms.

The placement of the connector relative to the top **16** and bottom **18** of the breast forms will control the amount of push-up enhancement. For example, compare the positioning of the connector **14** in FIG. **9** to the positioning of the connector **14** in FIG. **1**. The connector in FIG. **1** is positioned at the inner middle **26** portion of the breast forms. The connector in FIG. **9** is positioned at the inner bottom **28** portion of the breast forms and, as a result, when the breast forms are adjoined by pulling them together to engage the connector, the user's breasts are pulled together and pushed upward. Therefore, the present breast form system **10** provides more or less push-up enhancement by regulating the placement of the connector.

In addition to the specific features and embodiments described above, it is understood that the present invention includes all equivalents to the structures and systems described herein, and is not to be limited to the disclosed embodiments. For example, the connector can be made an integral portion of the breast forms that is either attached or removable. Individuals skilled in the art to which the present breast form enhancement system pertains will understand that variations and modifications to the embodiments described can be used beneficially without departing from the scope of the invention.

What is claimed is:

1. A method of using an adjustable backless, strapless breast form system comprising:

independently positioning a pair of breast forms over each of a user's breasts, wherein each breast form comprises a concave interior surface adapted for placement over the user's breasts and a volume of silicone gel encased between thermoplastic film material;

adjoining a pressure sensitive adhesive layer disposed along the interior surface of each of the breast forms to a desired position on the user's breasts, wherein the pressure sensitive adhesive layer of each breast form is sufficiently readily removed from the user's breast independently of the other breast form to be repositionable relative to the user's breast and to the adjacent breast form; and

adjoining the breast forms together by engaging a connector positioned between inner sides of each of the breast forms, wherein the connector comprises a first portion attached to the inner side of one of the breast forms and a second portion attached to the inner side of the other breast form, wherein the first portion and the second portion are adapted to cooperatively engage.

2. The method of claim **1** wherein each breast form comprises an outer side facing opposite the inner side and

towards the user's armpit, and the breast form is secured to the user's breast by the pressure sensitive adhesive layer.

3. A method of using a backless, strapless bra to adjust breast cleavage comprising:

independently positioning a pair of breast forms over each of a user's breasts, wherein each breast form comprises a concave interior surface adapted for placement over the user's breasts and a volume of silicone gel encased between thermoplastic film material;

adjoining a pressure sensitive adhesive layer disposed along an interior surface of each of the breast forms to a desired position on the user's breasts, wherein the pressure sensitive adhesive layer of each breast form is sufficiently readily removed from the user's breast independently of the other breast form to be repositionable relative to the user's breast and to the adjacent breast form;

adjoining the breast forms together by engaging a connector positioned between inner sides of each of the breast forms, wherein the connector comprises a first portion attached to the inner side of one of the breast forms and a second portion attached to the inner side of the other breast form, wherein the first portion and the second portion are adapted to cooperatively engage, whereby engaging the first portion and the second portion moves the breast forms and the user's breasts together and creates an amount of breast cleavage; and

adjusting the amount of breast cleavage by removing at least one of the breast forms from the user's breasts and repositioning the breast forms at a different position on the user's breasts, such that the distance between the inner sides of the breast forms before they are adjoined together affects the amount of breast cleavage created when the breast forms are adjoined together.

4. The method of claim 3 also comprising increasing the distance between the inner sides of the breast forms before they are adjoined together to increase the amount of breast cleavage created when the breast forms are adjoined together.

5. The method of claim 3 also comprising decreasing the distance between the inner sides of the breast forms before they are adjoined together to decrease the amount of breast cleavage created when the breast forms are adjoined together.

6. The method of claim 3 wherein each breast form comprises an outer side facing opposite the inner side and towards the user's armpit, and the breast form is secured to the user's breast by the pressure sensitive adhesive layer.

7. An improved backless, strapless breast form system to be worn in place of a traditional bra, comprising:

a pair of breast forms, wherein each breast form comprises:

a volume of silicone gel encased between thermoplastic film material;

a concave interior surface facing towards a user's breast having a pressure sensitive adhesive layer for securing the breast form to the user's breast; and

a connector having a first portion secured to an inner side surface of one breast form and a second portion secured to an inner side surface of the other breast form, wherein the first portion and the second portion are adapted to cooperatively engage and adjoin the two breast forms together.

* * * * *

EXHIBIT 3

US007144296B2

(12) **United States Patent**
Chen et al.

(10) **Patent No.: US 7,144,296 B2**
(45) **Date of Patent: *Dec. 5, 2006**

(54) **ATTACHABLE BREAST FORM ENHANCEMENT SYSTEM**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 54 days.

This patent is subject to a terminal disclaimer.

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A41C 3/14 (2006.01)

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(58) **Field of Classification Search** 450/88, 450/81, 54–58, 92, 38, 39, 63, 69, 71, 73, 450/72; 623/7, 8; 2/267, 268
See application file for complete search history.

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(57) **ABSTRACT**

A backless, strapless breast form system to be worn in place of a traditional bra having a pair of breast forms. Each breast form includes a volume of silicone gel encased between thermoplastic film material, and a concave interior surface facing towards a user's breast having a pressure sensitive adhesive layer for securing the breast form to the user's breast. There is a connector adapted to adjoin the breast forms together, and the connector is positioned between inner sides of each of the breast forms.

9 Claims, 7 Drawing Sheets

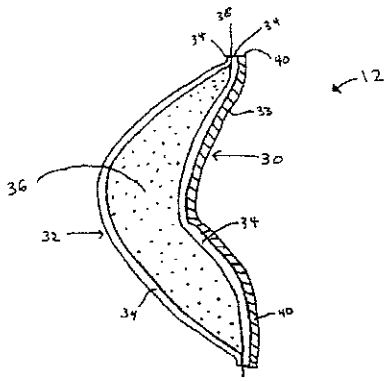

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Fig. 1

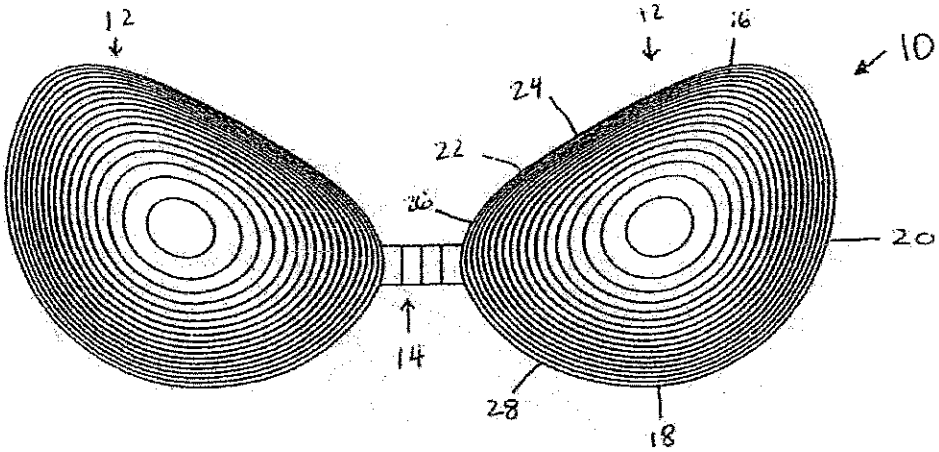


Fig. 2

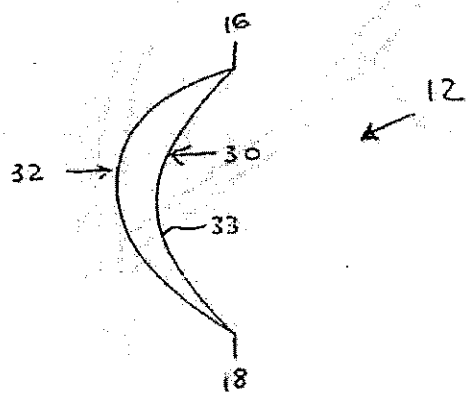


Fig. 3

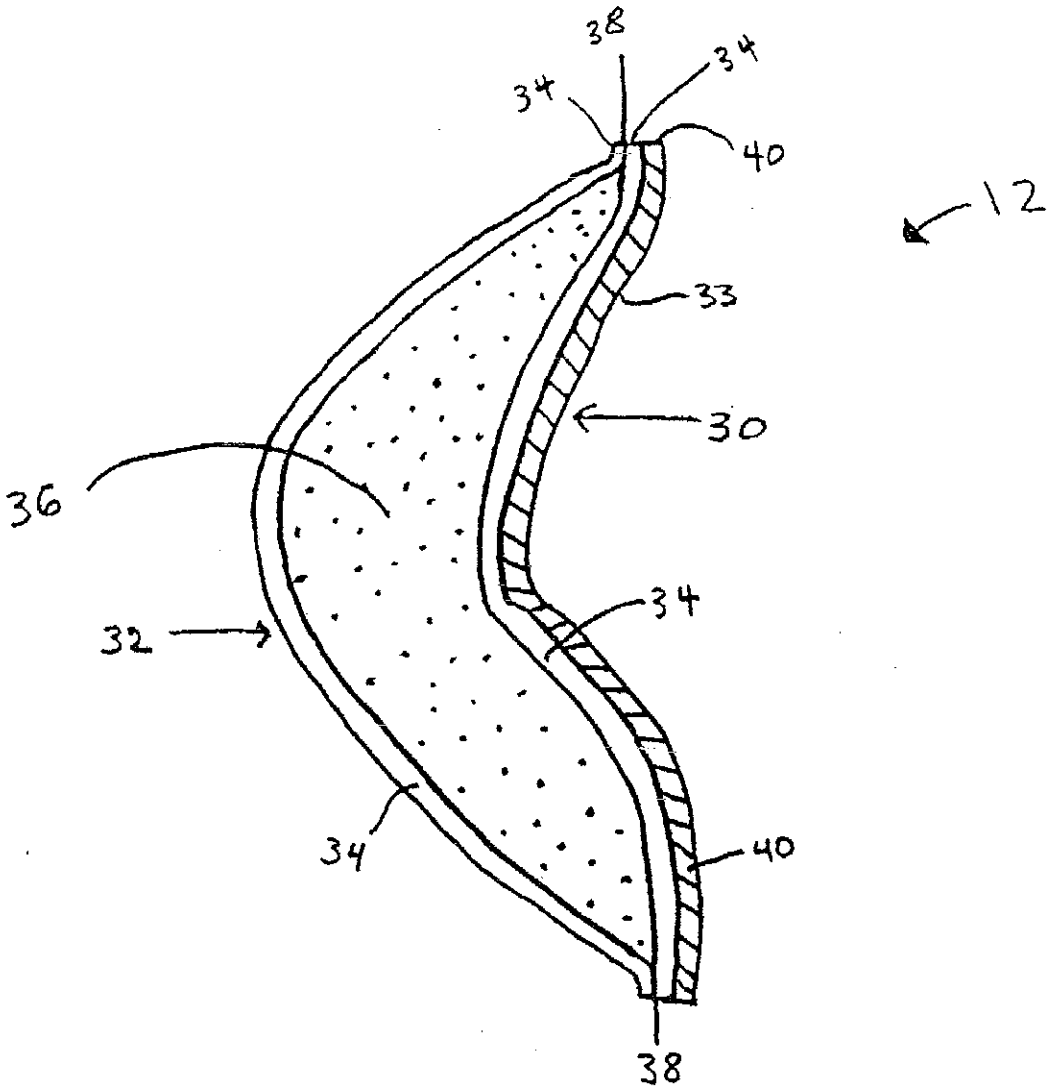


Fig. 4

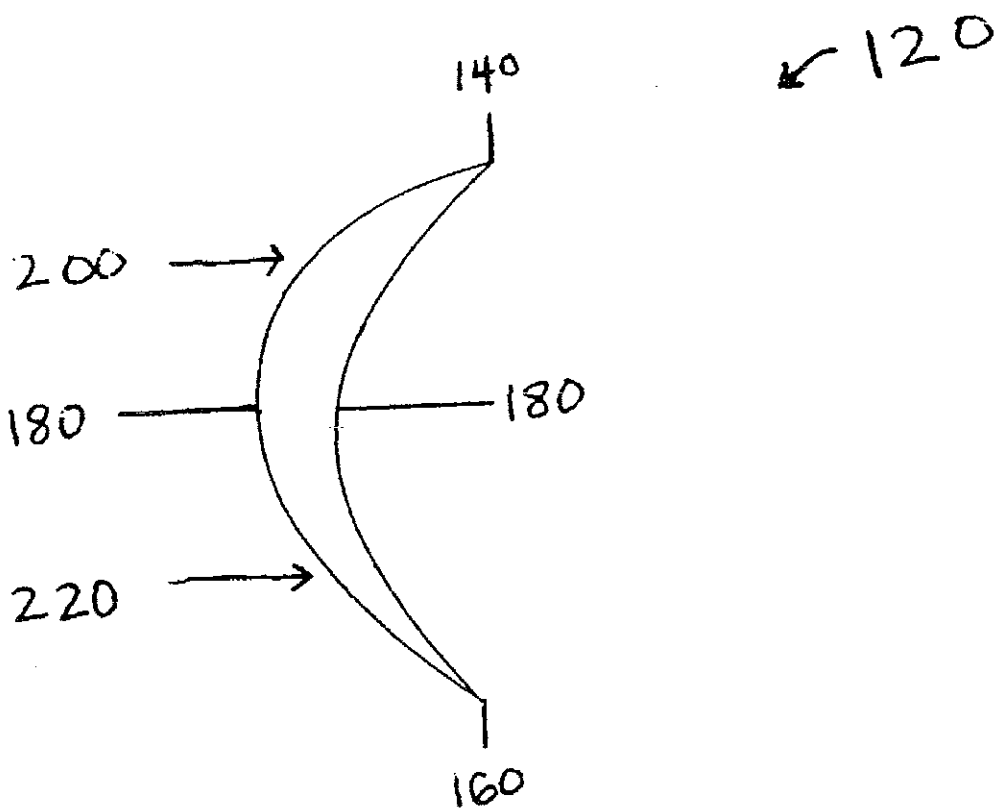


Fig. 5a

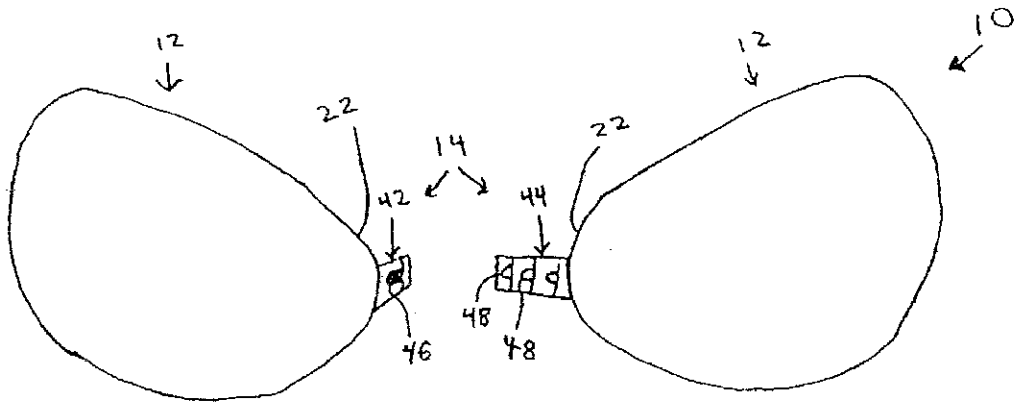


Fig. 5b

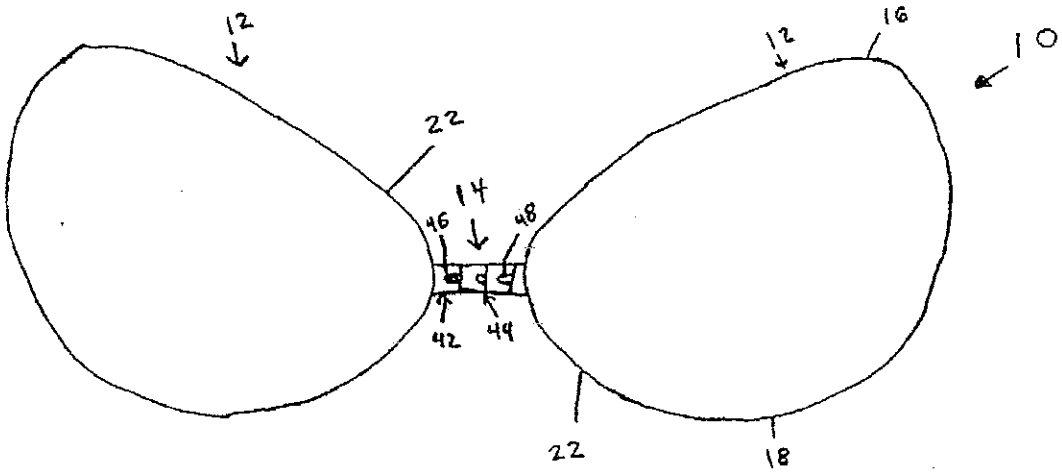


Fig. 6

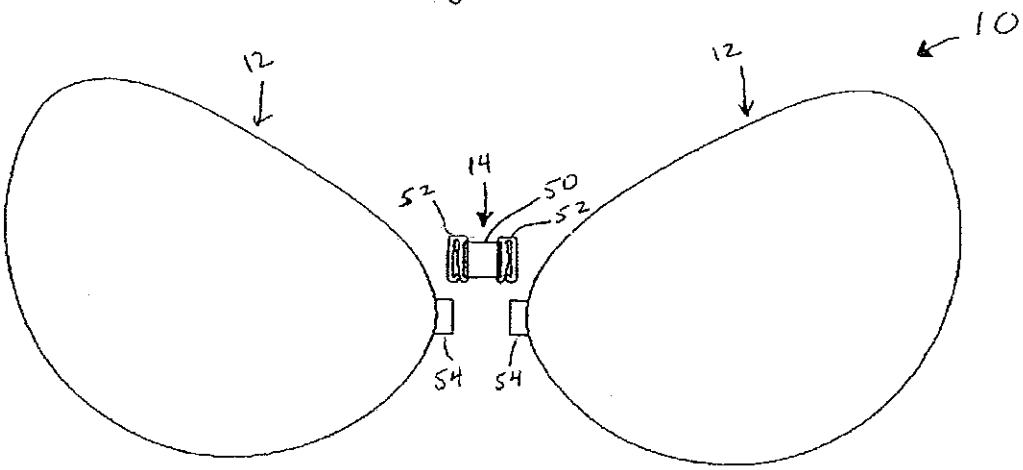


Fig. 7

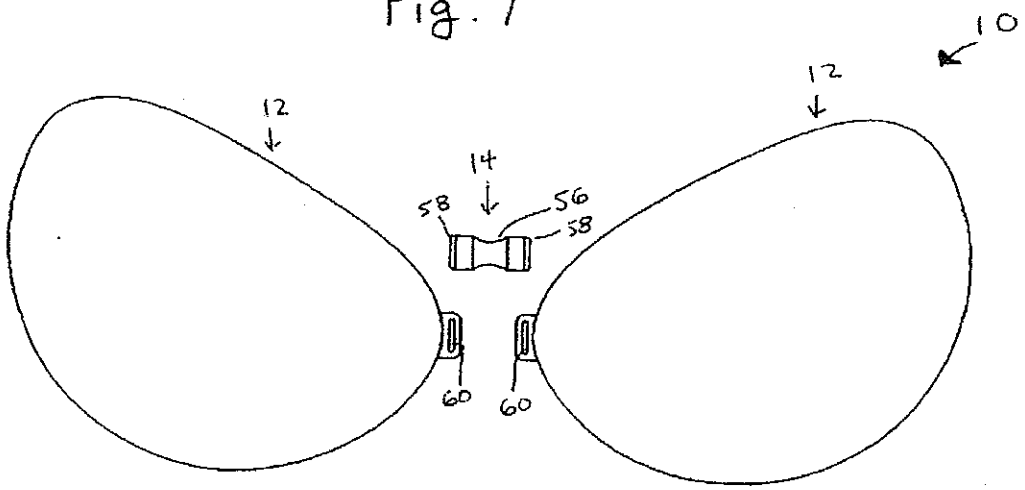


Fig. 8

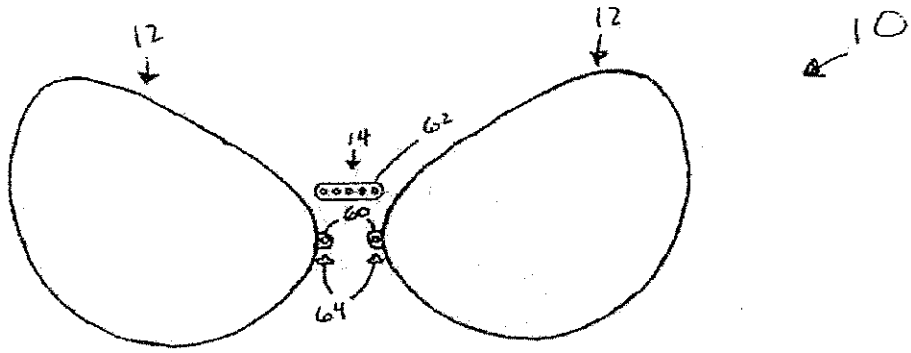


Fig. 9

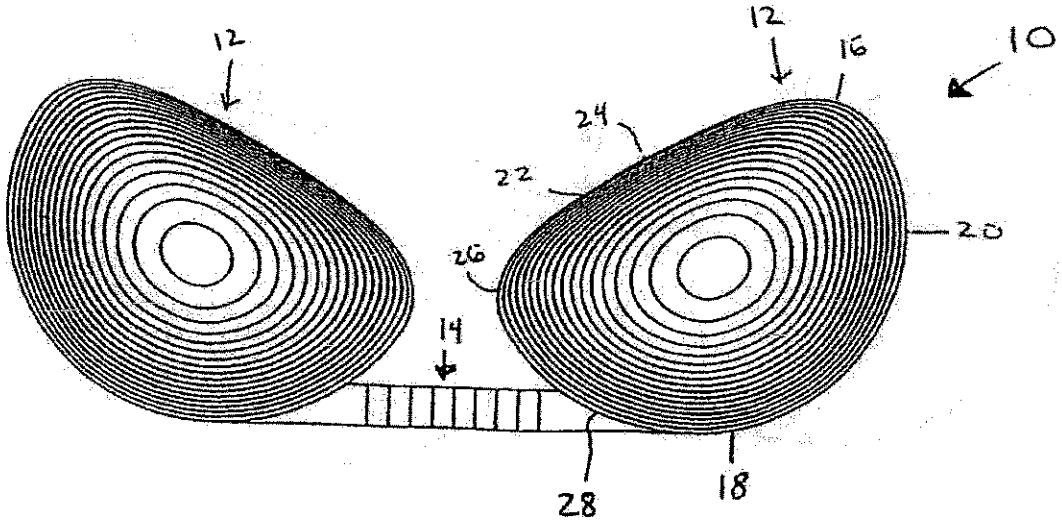
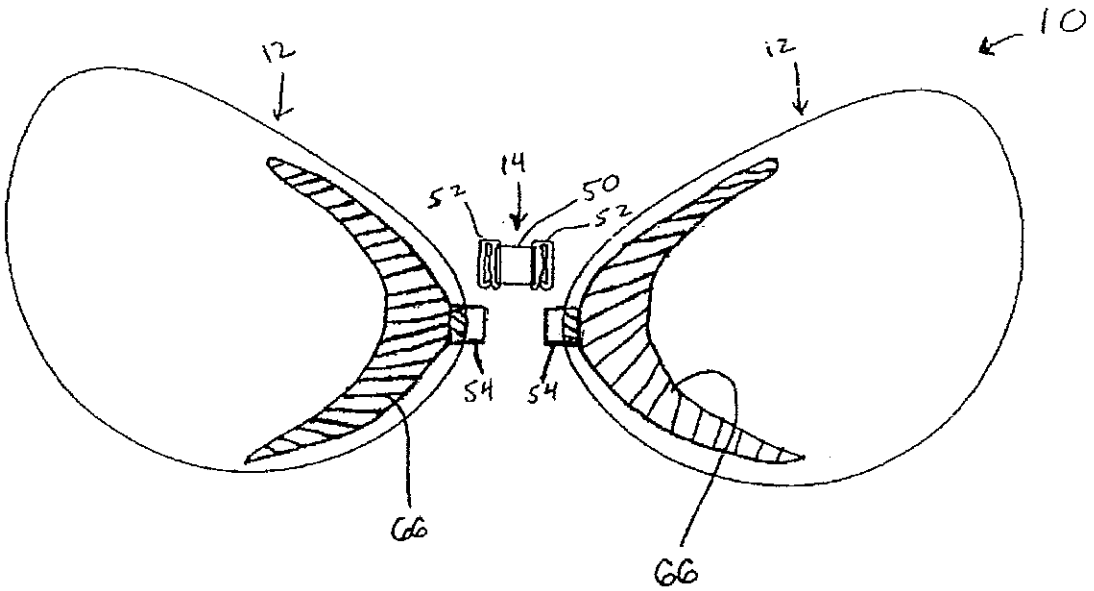


Fig. 10



ATTACHABLE BREAST FORM ENHANCEMENT SYSTEM

CROSS-REFERENCE TO RELATED APPLICATION(S)

This application is a continuation of U.S. patent application Ser. No. 10/801,901, filed on Mar. 15, 2004, now allowed as U.S. Pat. No. 6,852,001, scheduled to issue on Feb. 8, 2005, which is a continuation of U.S. patent application Ser. No. 10/159,251, filed May 31, 2002 allowed as U.S. Pat. No. 6,758,720, issued on Jul. 6, 2004.

FIELD OF THE INVENTION

The present invention relates to an attachable breast form enhancement system comprising a pair of breast forms adjoined by an enhancement connector. More specifically, the breast forms have a re-usable pressure sensitive adhesive layer for adjoining to the user's skin and are adjustably adjoined together by a connector that allows the user to customize the amount of breast cleavage and push-up enhancement.

BACKGROUND OF THE INVENTION

Women who, for whatever reason, are not satisfied with the size of their own breasts and desire larger, more shapely breasts must select among two alternative methods for enhancing their breast size, by either using rudimentary externally worn articles, such as foam pads and the like, or by undergoing a surgical operation to be fitted with a breast implant. Opting for use of a surgical breast implant carries with it the danger inherent in any surgical operation and can be quite expensive. In addition to the dangers inherent with the surgical operation is the potential health dangers that may be associated with using a particular type of breast implant, namely, the silicone breast implant. Accordingly, women wishing to enhance their physical appearance in a non-permanent and health-risk free manner opt to use one of the many types of externally worn articles.

A key feature of such externally worn article is that it look and feel natural so as to complement and not detract from the existing female breast that it is used to enhance. In addition to enhancing an existing breast, externally worn articles are designed to replace a female human breast that has been surgically removed. Externally worn articles that can be worn for the purpose of either enhancing or replacing human breasts are referred to a breast forms, and include a wide range of breast enhancers, breast inserts, and breast prostheses. A popular type of breast form has been made from a silicone gel material that is completely encased by plastic film material. The advantage of this type of breast form is that it looks like a natural human breast when worn and feels natural to the user, thus enhancing the self image and confidence of the user. Other breast forms, such as foam pads, water-filled pads and the like, do not afford the user these important qualities but, rather, look unnatural and feel foreign.

In addition to the demand for devices and methods for enhancing breast size and shape, there is also a demand for being able to use those devices and methods while wearing a full-range of clothing. For example, women wearing a backless dress or a halter top will not want to wear a traditional bra. As a result, bras have been developed that are both backless and strapless. Such backless, strapless bras have used non-permanent adhesives, such as a disposable

double-sided tape, to secure the bra to the user. Known backless, strapless bras, however, have only provided limited means for enhancing breast size and shape. For example, known backless, strapless bras having full-sized cups are not designed to easily accommodate a breast form and do not use an adhesive that allows the user to easily remove and re-use the bra.

As a result, there exists a need for a breast form enhancement system that provides the benefits of a breast form, yet also the benefits of a backless, strapless bra. Furthermore, there exists a need for such a system having a permanent and re-usable adhesive that allows the user to position the breast forms in a desired position without concern of the breast forms shifting from that position. Moreover, such a system should have means for pushing-up the breasts and enhancing breast cleavage.

There also exists a need for an improved breast form to be used with an improved breast form enhancement system that is specially designed to accommodate women with sagging breasts. Known breast forms have a structure designed to enhance the lower portion of a user's breast and, therefore, are thicker in the regions that cover that portion. As a result, women who have sagging breasts may not be well suited to use the known breast forms because the known breast forms would only further exaggerate the degree of sagging of the breast because the lower portion of the breast is already larger and rounder than the upper portion of the breast. Therefore, it is desirable to have a breast enhancement system with a breast form that is specially adapted to counter-balance the effect of sagging breasts.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is a front view of a breast form system having a pair of breast forms adjoined by a connector;

FIG. **2** is a side view of one of the breast forms shown in FIG. **1**;

FIG. **3** is a side cross-sectional view of a breast form having a fabric layer adjoined to a thermoplastic film material;

FIG. **4** is a side view of a breast form adapted to accommodate sagging breasts;

FIG. **5***a* is a front view of the breast form system of FIG. **1** having an adjustable connector that has not been engaged to adjoin the breast forms;

FIG. **5***b* is a front view of the breast form system of FIG. **5***a* wherein the connector has been engaged to adjoin the breast forms;

FIG. **6** is a front view of the breast form system of FIG. **1** having a single unit connector;

FIG. **7** is a front view of the breast form system of FIG. **6** having a different single unit connector;

FIG. **8** is a front view of the breast form system of FIG. **1** having an adjustable connector assembly;

FIG. **9** is a front view of the breast form system of FIG. **1** wherein the connector is positioned between the bottom inner portions of the breast forms; and

FIG. **10** is a front view of the breast form system of FIG. **6** wherein the connector includes a subassembly of connector patches.

SUMMARY OF THE INVENTION

The present invention provides an attachable breast form enhancement system comprising a pair of breast forms adjoined by a connector. The breast forms have an interior surface with a pressure sensitive adhesive layer that adjoins

to the user's breasts. The pressure sensitive adhesive layer can be a permanently grown pressure sensitive adhesive that has an adhesion force to the breast forms that is greater than a cohesion force to the user's breasts. The connector adjoins the separated breast forms by attaching to the inner sides of the breast forms and pulling the user's breasts together. The connector can be either permanently or removably attached to the breast forms. Several different configurations of breast forms and connectors are available to achieve the benefits of the present system. The present breast forms system allows a user to eliminate the use of traditional bras by simply attaching the pair of breast forms to the user's breasts/skin, and then adjoining the breast forms together with the connector.

Thus, the separated breast forms provide the user with the desired amount of breast size and shape enhancement, and the connector provides the user the desired amount of breast cleavage and push-up enhancement. Because users can control the placement of the breast forms on the users' skin, and can control how much the breasts are pulled together by the connector, the present invention provides users with a single system that allows them to customize the shape and size of their breasts, as well as their breast cleavage and push-up enhancement.

DETAILED DESCRIPTION

Breast form enhancement systems constructed according to principles of this invention, generally comprise a pair of breast forms adjoined by an enhancement connector. FIG. **1** illustrates a front view of a breast form system **10** of this invention. The breast form system **10** includes a pair of breast forms **12** adjoined by a connector **14** that is positioned between opposing surfaces of the two breast forms. The breast forms **12** each have a pressure sensitive adhesive layer that enables the breast forms to be removably attached to each of a user's left and right breasts. The breast forms **12** are separate articles that are independently placed on a left and right breast of a user. Each of the breast forms **12** has the same structure, except one is designed to support and enhance the left breast and the other is designed to support and enhance the right breast. Furthermore, each breast form is designed to adjoin with a portion of the connector **14**, which allows the connector **14** to adjoin the two breast forms.

Generally, the user of the breast form system **10** positions the pressure sensitive adhesive layer of each of the breast forms **12** on the left and right breasts, and then adjoins the breast forms to each other by engaging the connector **14**. The user can create varying degrees of breast cleavage and breast push-up enhancement depending on where the breast forms are positioned on the user's breasts and how much the connector **14** pulls the two breast forms towards each other. Furthermore, the placement of the connector relative to the top and bottom of the breast forms will impact the degree of cleavage and push-up enhancement. Accordingly, the breast form system **10** enables the user to position the breast forms at a position that creates a desired breast shape, and also allows the user to control the amount of cleavage and push-up enhancement by adjoining the breast forms with the connector.

The breast form system **10** can be formed from several different types of breast forms **12**. The breast forms **12** are intended to include all types of externally worn articles that can be worn to enhance or replace a user's breasts. These include, but are not limited to, breast forms made from a volume of silicone gel encased by a thermoplastic film material. The breast forms also include any liquid, air, or gel encased by any foam, plastic, rubber, fabric, or molded unwoven fiber material, as well as any solid material that is suitable for external breast enhancement, such as a foam, soft rubber, fabric, molded unwoven fiber, or plastic. Accordingly, it is understood that a wide range of materials, structures, and sizes are within the scope of the breast forms **12** for purposes of this invention.

A front view of the breast forms **12** is shown in FIG. **1**. Each breast form **12** has a top **16**, a bottom **18** opposite the top, an outer side **20**, and an inner side **22** opposite the outer side. Each breast form also defines an inner top **24**, an inner middle **26**, and an inner bottom **28**. Referring to FIG. **2**, each breast form **12** defines two surfaces relative to the user, an interior surface **30** facing towards the user's breasts, and an exterior surface **32** facing opposite the interior surface and away from the user's breasts. The interior surface **30** includes a pressure sensitive adhesive layer **33** that adjoins the breast forms to the user's skin.

The pressure sensitive adhesive layer **33** can include any type of pressure sensitive adhesive (PSA) that is suitable for removably attaching a breast form to a user's skin, such as various types and forms of double-sided tape and permanently grown PSAs. The pressure sensitive adhesive layer **33** allows the user to place each of the breast forms at a position on the user's breasts that will create a desired shape and look of the breasts. The amount and type of PSA comprising the pressure sensitive adhesive layer **33** can vary, as can the portions of the interior surface that have the pressure sensitive adhesive layer. Various factors can contribute to the amount, type, and placement of the pressure sensitive adhesive layer such as the size, shape, and weight of the breast form.

The pressure sensitive adhesive layer **33** is preferably a re-usable PSA that is permanently grown to the interior surface **30** of each breast form. Unlike known adhesives, the pressure sensitive adhesive layer **33** will not readily shift once it is positioned on the user and can be re-used repeatedly without losing its adhesive properties. The pressure sensitive adhesive layer **33** has an adhesion force to the breast forms **12** that is greater than a cohesion force to the user's skin. The pressure sensitive adhesive layer is further able to withstand tremendous movement and pressure from the user without slipping and can even be subjected to water or sweat without degeneration of the adhesive properties. In fact, if the pressure sensitive adhesive layer becomes dirty (i.e. collects unwanted particles such as dust, lint, or debris), it can be cleaned with soap and water to remove the unwanted particles and fully restore the adhesive properties.

The breast forms **12** are each adapted to accommodate the connector **14**. The connector **14** can have many different forms, but generally will have two or more separate portions, where a first portion attaches to one breast form and a second portion attaches to the other breast form. The first and second portions of the connector are designed to engage each other in order to adjoin the two breast forms. Furthermore, the separate portions of the connector **14** can be either permanently or removably attached to the breast forms. It is also possible for the connector **14** to be a single unit that removably attaches to both breast forms. The manner in which the connector **14** attaches to the breast forms will vary depending on the particular structures of the breast forms and the connector.

The breast form system **10** shown in FIG. **1** can represent various combinations of breast forms **12** and connectors **14**. In one embodiment, each of the breast forms **12** includes a volume of silicone gel material encased within a flexible

thermoplastic film material, such as polyurethane or the like. The thermoplastic film material can be in the form of two separate sheets that are heat sealed together along a perimeter surface where the interior surface **30** and the exterior surface **32** meet. Additionally, the breast forms can further comprise an optional fabric layer that is permanently joined to the thermoplastic film material.

The fabric layer and thermoplastic film material are permanently and inseparably adjoined by heat lamination or other similar processes. Referring to FIG. **3**, a side cross-sectional view of the breast form **12** is shown, wherein the breast form has two sheets of thermoplastic film material **34** encasing a volume of silicone gel material **36**, and one of the sheets also has an optional fabric layer. The two sheets **34** are heat sealed along the perimeter of the breast form along point **38**. A fabric layer **40** is permanently adjoined to the sheet **34** that defines the interior surface **30**. The pressure sensitive adhesive layer **33** is permanently grown to the fabric layer **40**. If desired, the fabric layer can be adjoined to the sheet defining the exterior surface **32**, or can be adjoined to both sheets. The fabric layer **40** can be made from any suitable material, such as a two-way or four-way stretchable material that allows the breast form to conform to the user's breast shape.

Another embodiment of the breast form system includes one or more of the breast forms being specially designed to accommodate sagging breasts. Known breast forms are not well suited for women with sagging breasts because the breast forms have a greater thickness near the lower portion of the breast form, which would only further accentuate the sag in the user's breast when the breast form is positioned over the user's breast. A side-view of a breast form **120** that is designed to accommodate sagging breasts is shown in FIG. **4**.

More specifically, the breast form **120** shown in FIG. **4** has a top **140** and a bottom **160** opposite the top. The breast form also defines an apex or center **180**, which is approximately the middle distance between the top **140** and the bottom **160**. The portion of the breast form above the center **180** defines an upper portion **200**, and the portion below the center portion defines a lower portion **220**. The breast form **120** has a greater thickness at the upper portion **200** than a thickness at the lower portion **220**. This design feature is apparent from the side view in FIG. **4**, where the thickness of the upper portion **200** is noticeably greater than the thickness of the lower portion **220**. As a result, the breast form **120** will counter-balance the natural effects of gravity and sag in the user's breast by enhancing the size of the flatter, non-sagging portion of the breast (i.e. where the upper portion **200** will be positioned), thereby creating the appearance of a fuller, more evenly distributed breast.

The connector **14** can be adjoined to the breast form at the interior surface **30** or the exterior surface **32**, or both surfaces. Further, the connector can be adjoined to either the thermoplastic film material or the fabric layer, or both. Because the particular material used to construct the breast forms will vary (i.e. thermoplastic film, rubber, fabric, etc.), the material to which the connector is adjoined should be able to withstand a number of different pulling forces without separating from the breast forms.

Referring to FIGS. **5***a* and **5***b*, the connector **14** is shown as an adjustable clasp assembly. In FIG. **5***a* the connector **14** has a first portion **42** attached to the inner side **22** of one of the breast forms **12**, and a second portion **44** attached to the inner side **22** of the other breast form **12**. The first portion and the second portion are designed to engage each other in order to adjoin the two breast forms. It does not matter to which of the breast forms the first portion **42** and the second portion **44** are attached, so long as the first and second portions are oriented towards each other in a manner that allows them to cooperatively engage. The first portion **42** is shown having a clasp **46** that is adapted to fit within a plurality of loops **48** that are disposed on the second portion **44**. The first portion and second portion are shown prior to being engaged. FIG. **5***b* shows the first portion **42** engaged with the second portion **44**, such that the connector **14** has adjoined the two breast forms **12**. The clasp **46** is shown engaging the first of the three loops **48** of the second portion. Because the connector **14** is adjustable, the user could engage the clasp **46** with one of the other loops, which would result in the two breast forms being pulled closer towards each other, thereby creating more cleavage between the user's breasts.

In FIGS. **5***a* and **5***b*, the connector **14** is shown permanently fixed to the breast forms. More specifically, the first portion **44** and second portion **42** are permanently attached to the inner sides of the breast forms **12**. However, it is possible for the first portion and second portion to be removably attached to the breast forms. For example, the first portion and second portion could attach to the breast forms by way of a button type assembly that snaps through a small hole in each of the breast forms. This would allows both portions of the connector to be removed from the breast forms, which would allow the user to wear the breast forms without adjoining the breast forms.

Another embodiment of the breast form system **10** is shown in FIG. **6**. Again, the breast forms **12** can be any suitable type. The connector **14** is a single unit, as opposed to having two separate portions that adjoin. In the single unit shown, the connector **14** has a body **50** with a pair of hooks **52** attached at each end of the body. The body can be made of any suitable material such as plastic, metal, or various fabrics, such as an elastic fabric. The hooks **52** are adapted to slide into and engage a pair of loops **54** that are attached to the inner sides **22** of each breast forms. The loops **54** are shown permanently attached to the inner sides of each breast form, and have a size that provides for a snug fit between the hooks and the loops. The loops an be made to detach from the breast forms and can vary in size. Generally, the user will slide one of the hooks **52** into one of the loops **54**, and then slide the other hook through the other loop, which adjoins the two breast forms together.

Another embodiment of the connector **14** is shown in FIG. **7**. Similar to FIG. **6**, the connector **14** is a single unit that engages openings that extend from each breast form. The connector **14** has a rigid body **56** with a pair of rigid arms **58** extending from each end of the body. The arms **58** are adapted to snap into receptacles **60** that extend from the inner side of each breast form. Once the arms are snapped into the receptacles, the two breast forms are engaged.

The single unit connectors shown in FIGS. **6** and **7** can each be made into more than one piece, or configured to attach (either permanently or removably) to the one or more of the breast forms. For example, in FIG. **6**, rather than having a pair of hooks **52** attached at both ends of the connector body **50**, a single hook could be attached at one end of the body **50** and the other end of the body could be fixed to one of the breast forms. In this configuration, one breast form would have a loop **54** extending from its inner side, and the other breast form would have the body of the connector with a hook attached thereto. Therefore, it is understood that there are many possible configurations for the connector **14** and the manner in which it connects to the breast forms.

Further embodiments of the breast form system **10** can be achieved by making minor alterations to the connector **14** and the breast forms. For example, referring to FIG. **5***a*, the first portion **42** and the second portion **44** could be mating portions for a VELCRO strap, wherein the first portion includes a strip having a plurality of minute hooks and the second portion includes a corresponding strip with a surface of uncut pile. Also, the receptacles **60** shown in FIG. **7** could be changed in shape to be circular or could be made into metal or plastic rings. Further, the connector **14** could simply be a piece of string, or the like, that passes through the rings and allows the user to tie a knot to adjoin the two breast forms. An additional embodiment is shown in FIG. **8**, wherein the connector **14** includes a mounting strap **62** and a pair of plugs **64**. The mounting strap **62** has a plurality of holes that are adapted to engagingly receive the plugs **64**. The breast forms each have a receptacle **60**. The user adjoins the breast forms by aligning one of the holes on the mounting strap with each of the receptacles, and then inserting the plugs through the receptacles and mounting strap. The user can adjust the amount of breast cleavage by adjoining the breast forms closer together on the mounting strap.

The manner in which any of the permanently or removably attached portions of the connector are adjoined to the breast forms can vary. The same is true with respect to portions of the breast form that are adapted to engage the connector. The various portions of the connector and the breast form could be attached by stitching, heat sealing, adhesives, or any other suitable means. For example, the connector can be part of a sub-assembly that attaches to the breast forms. Referring to FIG. **10**, the breast form system of FIG. **6** is shown further comprising a pair of connector patches **66**. The connector patches **66** are each a subassembly that houses the loops **54**, which receive the hooks **52** in order to adjoin the breast forms. Accordingly, the loops are integrally joined to the connector patches **66**, which separately adjoin to the breast forms. The connector patches can have many different shapes and sizes, and can be made from a number of materials, such as a fabric of film material. For example, if the subassembly is made of a thermoplastic film, then it can be heat sealed to the interior or exterior surface of the breast form, or the connector patch can have a permanently grown adhesive that allows the subassembly to be removably attached to the breast form. Therefore, many options exist for adjoining the connector with the breast forms.

The various features of the breast form system **10** allow it to serve as a replacement for the traditional bra, yet also provide breast size and shape enhancement. Moreover, the user is able to customize the amount of breast cleavage and push-up enhancement. Unlike traditional bras, the present breast form system **10** has no straps or cups that are usually necessary to hold the user's breasts or an external breast form or enhancement device. The user can wear the present breast form system without needing to wear any other type of bra. The presence of both the pressure sensitive adhesive layer and the connector makes the present breast form different than currently available bras and enhancement systems. Because the breast forms are positioned directly onto the user's breasts, and because of the specially designed pressure sensitive adhesive layer, the breast forms will remain in the desired position until the user removes them. Furthermore, the user can wear the present breast form system with nearly all possible types of clothing. The outline and structure of the present breast form system is not visible under even the tightest articles of clothing. Additionally, the breast forms can be made of is silicone gel that makes the breast forms so realistic that the breast form system will not be detected by others even when hugging the user.

The present breast form enhancement system allows users to boost their self-esteem without turning to dangerous, or cumbersome, alternatives currently available. Moreover, the present system is well adapted for post-mastectomy patients because the left and right breast forms can be easily made in different sizes. Because the breast forms are individual units, a user can mix and match different sizes to fit their particular needs, and still achieve the full benefits of the enhancement system by including the connector.

Once the user adjoins the breast forms to their skin and creates the desired look and shape, the user can create greater cleavage by pulling the breast forms together to engage the connector. Furthermore, if the user wants to push-up the breasts, the user can position the breast forms at a lower and more outward position on the breasts, and then adjoin the breast forms with the connector, or can select a breast form system that positions the connector a lower region of the breast forms.

The placement of the connector relative to the top **16** and bottom **18** of the breast forms will control the amount of push-up enhancement. For example, compare the positioning of the connector **14** in FIG. **9** to the positioning of the connector **14** in FIG. **1**. The connector in FIG. **1** is positioned at the inner middle **26** portion of the breast forms. The connector in FIG. **9** is positioned at the inner bottom **28** portion of the breast forms and, as a result, when the breast forms are adjoined by pulling them together to engage the connector, the user's breasts are pulled together and pushed upward. Therefore, the present breast form system **10** provides more or less push-up enhancement by regulating the placement of the connector.

In addition to the specific features and embodiments described above, it is understood that the present invention includes all equivalents to the structures and systems described herein, and is not to be limited to the disclosed embodiments. For example, the connector can be made an integral portion of the breast forms that is either attached or removable. Individuals skilled in the art to which the present breast form enhancement system pertains will understand that variations and modifications to the embodiments described can be used beneficially without departing from the scope of the invention.

What is claimed is:

1. An improved backless, strapless breast form system to be worn in place of a traditional bra, comprising:

a pair of breast forms, wherein each breast form comprises:

a volume of silicone gel encased between thermoplastic film material;

a concave interior surface facing towards a user's breast having a pressure sensitive adhesive layer for securing the breast form to the user's breast; and

a connector adapted to adjoin the breast forms together, wherein the connector is positioned between inner sides of each of the breast forms.

2. The breast form system of claim **1** wherein the connector comprises a first portion attached to the inner side of one of the breast forms and a second portion attached to the inner side of the other breast form, and the first portion and the second portion are adapted to cooperatively engage.

3. The breast form system of claim **2** wherein the first portion includes a clasp and the second portion includes a plurality of loops adapted to receive the clasp.

4. The breast form system of claim 2 wherein the first portion and the second portion are removably attached to the breast forms.

5. The breast form system of claim 2 wherein the first portion and the second portion are permanently attached to the breast forms.

6. The breast form system of claim 2 wherein the first portion comprises a strip having a plurality of minute hooks and the second portion comprises a corresponding strip with a surface of uncut pile.

7. The breast form system of claim 1 wherein the connector is a single unit adapted to removably adjoin to the inner side of each of the breast forms.

8. The breast form system of claim 1 wherein the connector is a single unit permanently adjoined to the inner side of each of the breast forms.

9. The breast form system of claim 8 wherein the connector comprises an elastic material.

* * * * *

EXHIBIT 4

19 P 05

Certificate of Registration

FORM VA
For a Work of the Visual Arts
UNITED STATES COPYRIGHT OFFICE
VA 1-220-859

EFFECTIVE DATE OF REGISTRATION
11 10 03
Month Day Year

This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

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Register of Copyrights, United States of America

CONTINUATION SHEET

1 Title of This Work ▼
NuBra Brochure

NATURE OF THIS WORK ▼ See instructions
Brochure

Previous or Alternative Titles ▼

Publication as a Contribution If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼

If published in a periodical or serial give: Volume ▼ Number ▼ Issue Date ▼ On Pages ▼

2 NAME OF AUTHOR ▼
a Rick Chou

DATES OF BIRTH AND DEATH
Year Born ▼ 1956 Year Died ▼

Was this contribution to the work a "work made for hire"?
☐ Yes
☒ No

Author's Nationality or Domicile
Name of Country
OR { Citizen of
Domiciled in U.S.A.

Was This Author's Contribution to the Work
Anonymous? ☐ Yes ☒ No
Pseudonymous? ☐ Yes ☒ No
If the answer to either of these questions is "Yes," see detailed instructions.

NOTE
Under the law, the "author" of a "work made for hire" is generally the employer, not the employee (see instructions). For any part of this work that was "made for hire" check "Yes" in the space provided, give the employer (or other person for whom the work was prepared) as "Author" of that part, and leave the space for dates of birth and death blank.

Nature of Authorship Check appropriate box(es). See instructions
☐ 3 Dimensional sculpture ☐ Map ☐ Technical drawing
☒ 2 Dimensional artwork ☒ Photograph ☒ Text
☐ Reproduction of work of art ☐ Jewelry design ☐ Architectural work

b Name of Author ▼

Dates of Birth and Death
Year Born ▼ Year Died ▼

Was this contribution to the work a "work made for hire"?
☐ Yes
☐ No

Author's Nationality or Domicile
Name of Country
OR { Citizen of
Domiciled in

Was This Author's Contribution to the Work
Anonymous? ☐ Yes ☐ No
Pseudonymous? ☐ Yes ☐ No
If the answer to either of these questions is "Yes," see detailed instructions.

Nature of Authorship Check appropriate box(es). See instructions
☐ 3 Dimensional sculpture ☐ Map ☐ Technical drawing
☐ 2 Dimensional artwork ☐ Photograph ☐ Text
☐ Reproduction of work of art ☐ Jewelry design ☐ Architectural work

3 a Year in Which Creation of This Work Was Completed: 2002 (This information must be given in all cases.)

b Date and Nation of First Publication of This Particular Work
Complete this information ONLY if this work has been published.
Month Sept. Day 16 Year 2002
Nation U.S.A.

4 COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2 ▼

Bragel International, Inc.
3383 Pomona Blvd , Pomona, CA 91768

See instructions before completing this space.

Transfer If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2, give a brief statement of how the claimant(s) obtained ownership of the copyright ▼

Written Assignment

DO NOT WRITE ABOVE THIS LINE. FOR OFFICE USE ONLY

APPLICATION RECEIVED
NOV 10 2003

ONE DEPOSIT RECEIVED

TWO DEPOSITS RECEIVED
NOV 10 2003

FUNDS RECEIVED

MORE ON BACK ▶ Complete all applicable spaces (numbers 5-9) on the reverse side of this page. See detailed instructions. Sign the form at line 8.

DO NOT WRITE ABOVE THIS LINE. FOR OFFICE USE ONLY

Page 1 of 2 pages

4

EXAMINED BY FORM VA

CHECKED BY

☒ CORRESPONDENCE Yes

FOR COPYRIGHT OFFICE USE ONLY

DO NOT WRITE ABOVE THIS LINE IF YOU NEED MORE SPACE USE A SEPARATE CONTINUATION SHEET

5

PREVIOUS REGISTRATION Has registration for this work, or for an earlier version of this work, already been made in the Copyright Office?

☐ Yes ☒ No If your answer is "Yes" why is another registration being sought? (Check appropriate box.) ▼

a. ☐ This is the first published edition of a work previously registered in unpublished form.

b. ☐ This is the first application submitted by this author as copyright claimant.

c. ☐ This is a changed version of the work, as shown by space 6 on this application.

If your answer is "Yes" give Previous Registration Number ▼ Year of Registration ▼

6

DERIVATIVE WORK OR COMPILATION Complete both space 6a and 6b for a derivative work complete only 6b for a compilation.

a. Preexisting Material Identify any preexisting work or works that this work is based on or incorporates. ▼

Preexisting photo

a

See instructions before completing this space.

b. Material Added to This Work Give a brief general statement of the material that has been added to this work and in which copyright is claimed. ▼

additional photos, text and artwork

b

7

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office, give name and number of Account.

Name ▼ Account Number ▼

a

CORRESPONDENCE Give name and address to which correspondence about this application should be sent. Name/Address/Apt/City/State/ZIP ▼

Rod S. Berman, Esq
Jeffer, Mangels, Butler & Marmaro LLP
1900 Avenue of the Stars, 7th floor
Los Angeles, CA 90067

b

Area code and daytime telephone number ( ) 310-203-8080 Fax number ( ) 310-203-0567

Email rxb@jmbm com

8

CERTIFICATION* I, the undersigned, hereby certify that I am the

check only one ▶

☐ author
☐ other copyright claimant
☐ owner of exclusive right(s)
☒ authorized agent of Bragel International, Inc.

Name of author or other copyright claimant, or owner of exclusive right(s) ▲

of the work identified in this application and that the statements made by me in this application are correct to the best of my knowledge.

Typed or printed name and date ▼ If this application gives a date of publication in space 3, do not sign and submit it before that date.

David E Chen Date 11/6/03

Handwritten signature (X) ▼

X [signature]

9

Certificate will be mailed in window envelope to this address:

Name ▼ Rod S. Berman, Esq.
Jeffer, Mangels, Butler & Marmaro LLP

Number/Street/Apt ▼
1900 Avenue of the Stars, 7th floor

City/State/ZIP ▼
Los Angeles, CA 90067

Complete all necessary spaces
Sign your application in space 8

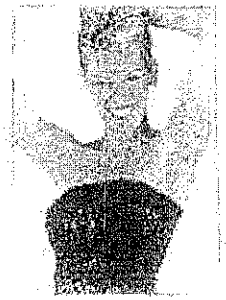
1. Application form
2. Nonrefundable filing fee in check or money order payable to Register of Copyrights
3. Deposit material

Library of Congress
Copyright Office
101 Independence Avenue, S.E.
Washington, D.C. 20559-6000

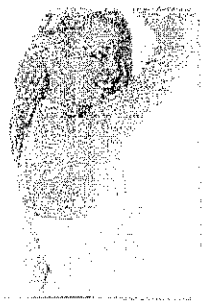
Fees are subject to change. For current fees, check the Copyright Office website or call.

*17 U.S.C. § 506(e): Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided for by section 409, or in any written statement filed in connection with the application, shall be fined not more than $2,500.

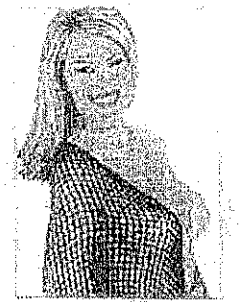
Backless



Strapless



Halter



Invisible

Perfect for today's fashion, Backless, Strapless, Halter – and Sheer Clothing.

Three sizes available: A, B, and C cup (to fit 32A-38C). Choose your true bra cup size (without any padding) when making the purchase

In Two Colors:

Nude

Clear

NuBra™

INSTRUCTIONS FOR APPLICATION:

It is important that you follow all the instructions carefully prior to wearing NuBra. DO NOT USE moisturizers, perfumes, powders or other skin care products prior to use, as this will reduce the effect of the adhesive.

1 THIS IS THE MOST IMPORTANT STEP.
Gently clean your chest area with mild soap and water to remove body oil and residue from skin. Dry your skin with a soft towel. DO NOT USE powders, moisturizers, oils, or fragrances anywhere near the chest area prior to applying your NuBra.

2 ONE SIDE ON AT A TIME.
Stand in front of the mirror. Flip the cup outward while holding the bra cup by the edges with both hands (*see photo*).

Position the cup to your desired breast angle and gently smooth the cup edges firmly to the breast with your fingertips.

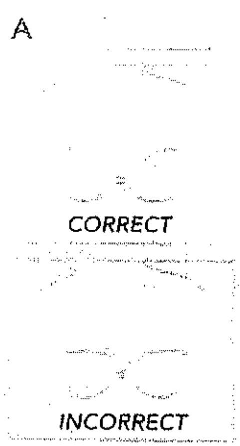
Repeat the same application on your other breast, being sure both sides are equal in height (*see suggestions*).

3 CONNECT THE FRONT CLOSURE.
Then, with both hands on the bra cups (*see photo*) press firmly for a few seconds to secure the hold.

Now you are ready to enjoy the total freedom and comfort of your NuBra.

SUGGESTIONS:

For a fuller look, wear the NuBra at a higher position than your breasts. NuBra is designed to be thinner on the lower portion of the cup so it can blend with your breast without showing its edges. Therefore, it is normal if NuBra does not cover your entire breasts (*diagram A*). To create cleavage, place your NuBra farther away from each other so when the front closure is closed securely this will tighten the breast to create that ultimate cleavage you're looking for.



Note: If you are not satisfied with the results and must reposition the bra, peel off the bra gently and reapply. Too many attempts will reduce the effectiveness of the adhesive. If this happens, simply wash the bra cups and let air dry before reapplying.

HOW TO REMOVE NUBRA:

Take your time, detach the front closure first, then gently peel off the bra starting from the top and gradually downward. If any adhesive residue remains on the skin after removal, simply wipe skin with a soft tissue to remove.

CLEANING IS ESSENTIAL AFTER EACH USE:

Always wash your NuBra after each wear to remove any body oil or other residues that may clog the surface of the adhesive.

DO NOT MACHINE WASH OR DRY.

1. While holding one bra cup in the palm of your hand, wet the adhesive surface with warm water and add a small amount of mild soap. Gently use the palm of your other hand to create a circular motion to clean. DO NOT USE your fingernails, as this can cause a tear in the adhesive.

2. Rinse the bra cup with warm water to remove all soap residue. Shake off all excess water and place into the original tray to AIR DRY.

DO NOT USE A TOWEL TO DRY.

3. When your NuBra is completely dried in the original tray, cover with the lid. This will prevent dust and lint from gathering on the adhesive. The better you care for your NuBra the longer it will last.

CAUTIONS:

- DO NOT ... or place the adhesive side against clothing, as the lint will gradually clog the adhesive. If something does get onto the adhesive, carefully pick them up with your fingers. Try to avoid the clothing that sheds fibers easily.
- DO NOT USE A BRUSH OR FINGERS or any object to clean the surface. This will cause permanent damage to the adhesive.
- DO NOT CLEAN WITH ALCOHOL or any cleaning solutions. All you need is warm water and soap.
- DO NOT TRY TO REMOVE THE ... or you risk damaging the product.
- KEEP SHARP OBJECTS AWAY from your NuBra. If you puncture your NuBra by accident, use an adhesive-like bandage to prevent further split.

NuBra is not intended to replace your normal daily bra. However, it was designed for women who prefer "Total Freedom" from binding bra straps.

NOT RECOMMENDED FOR WOMEN WITH SENSITIVE SKIN
DO NOT use on open cuts, skin disorders, sun damaged or burned skin. DO NOT wear if you have skin depigmentation problems, or have a family history of skin depigmentation. ... suggest that you do not wear NuBra for more than ... hours at a time. All skin types are different ... irritation or rash appear. If irritation continues, ... your doctor.

LIMITS OF LIABILITY
Bragel International Inc. shall not be liable for any direct, incidental, consequential ... the product in a manner contrary to the instructions ... and use as set forth above ...

Made in U.S.A.
Bragel International Inc. ... All Rights Reserved.

www.bragel.com

UNITED STATES & WORLDWIDE PATENT PENDING

AO 121 (6/90)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION OR APPEAL REGARDING A COPYRIGHT
Register of Copyrights **Copyright Office** **Library of Congress** **Washington, D.C. 20559**	

In compliance with the provisions of 17 U.S.C. 508, you are hereby advised that a court action or appeal has been filed on the following copyright(s):

☑ ACTION ☐ APPEAL	COURT NAME AND LOCATION United States District Court, Central District of California
DOCKET NO. CV11 04336	DATE FILED 5/19/2011
PLAINTIFF BRAGEL INTERNATIONAL, INC.	DEFENDANT LOVE CULTURE, INC.

COPYRIGHT REGISTRATION NO.	TITLE OF WORK	AUTHOR OF WORK
1 VA 1-220-859	NuBra Brochure	Rick Chou
2		
3		
4		
5		

FILED
11 MAY 19 PM 4:06
CLERK U.S. DISTRICT COURT
CENTRAL DIST. OF CALIF.
LOS ANGELES

In the above-entitled case, the following copyright(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
COPYRIGHT REGISTRATION NO.	**TITLE OF WORK**	**AUTHOR OF WORK**
1		
2		
3		

In the above-entitled case, a final decision was rendered on the date entered below. A copy of the order or judgment together with the written opinion, if any, of the court is attached.

COPY ATTACHED ☐ Order ☐ Judgment	WRITTEN OPINION ATTACHED ☐ Yes ☐ No	DATE RENDERED

CLERK	(BY) DEPUTY CLERK	DATE

DISTRIBUTION:

1) Upon initiation of action, mail copy to Register of Copyrights

2) Upon filing of document adding copyright(s), mail copy to Register of Copyrights

3) Upon termination of action, mail copy to Register of Copyrights

4) In the event of an appeal, forward copy to Appellate Court

5) Case File Copy

AO 120 (Rev. 3/04)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Central District of California on the following ☑ Patents or ☐ Trademarks:

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
CV11 04336	5/19/2011	Central District of California

PLAINTIFF	DEFENDANT
BRAGEL INTERNATIONAL, INC.	LOVE CULTURE, INC.

FILED
11 MAY 19 PM 4:05
CLERK U.S. DISTRICT COURT
CENTRAL DIST. OF CALIF.
LOS ANGELES
BY:

PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 6,758,720	7/6/2004	Bragel International, Inc.
2 6,852,001	2/8/2005	Bragel International, Inc.
3 7,144,296	12/5/2006	Bragel International, Inc.
4		
5		

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

Copy 1—Upon initiation of action, mail this copy to Director **Copy 3—Upon termination of action, mail this copy to Director**
Copy 2—Upon filing document adding patent(s), mail this copy to Director **Copy 4—Case file copy**

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge George H. Wu and the assigned discovery Magistrate Judge is Ralph Zarefsky.

The case number on all documents filed with the Court should read as follows:

CV11- 4336 GW (RZx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge

---

NOTICE TO COUNSEL

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

[X]	**Western Division** **312 N. Spring St., Rm. G-8** **Los Angeles, CA 90012**	[ ]	**Southern Division** **411 West Fourth St., Rm. 1-053** **Santa Ana, CA 92701-4516**	[ ]	**Eastern Division** **3470 Twelfth St., Rm. 134** **Riverside, CA 92501**

Failure to file at the proper location will result in your documents being returned to you.

Jai H. Rho (SBN 123248)
931 E. Walnut St., Suite 201
Pasadena, CA 91106
Telephone: (626) 394-2799
Facsimile: (626) 577-5533

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

BRAGEL INTERNATIONAL, INC.,

PLAINTIFF(S)

v.

LOVE CULTURE, INC.,

DEFENDANT(S).

CASE NUMBER

CV11 04336 GW (RZx)

SUMMONS

TO: DEFENDANT(S): LOVE CULTURE, INC.

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it), you must serve on the plaintiff an answer to the attached ☑ complaint ☐ _____ amended complaint ☐ counterclaim ☐ cross-claim or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff's attorney, Jai H. Rho, whose address is 931 E. Walnut St., Pasadena, CA 91106. If you fail to do so, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

Clerk, U.S. District Court

Dated: MAY 19 2011

By: CHRISTOPHER POWERS
Deputy Clerk

(Seal of the Court)

1181

[Use 60 days if the defendant is the United States or a United States agency, or is an officer or employee of the United States. Allowed 60 days by Rule 12(a)(3)].