



Dear Brightly is the very first beauty company powered by telehealth with a mission to democratize the most essential skincare products vetted by dermatologists

Challenge

Dear Brightly wanted an IP partner that the company could rely on for quality, cost-effectiveness, and customer experience.

Outcome

Cognition IP provided exceptional customer support to file Dear Brightly's trademarks quickly and cost-effectively while laying the foundation for an ongoing IP partnership.

Introduction

Dear Brightly focuses on making it easier for people to access dermatologist-grade retinoids for photoaging purposes

Dear Brightly is the very first beauty company powered by telehealth with a mission to democratize the most essential skincare products vetted by dermatologists, currently focused on tailored, derm-grade retinoids for photoaging purposes. Topical retinoids (e.g., Tretinoin, Retin A) are prescribed by dermatologists to treat skin issues ranging from acne to photoaging. Retinols, on the other hand, can be purchased over the counter. While retinols fall under the same class of chemical compounds derived from Vitamin A, they are much weaker and far less effective than derm-grade retinoids which contain the active ingredient to promote skin cell turnover.

It's been six years since Dear Brightly's CEO, Amy Chiu, began using a prescription retinoid. After experiencing uncharacteristic bouts of acne, discoloration, and uneven skin tone, Amy scheduled an appointment with a dermatologist. She was frustrated by the time it took to find and meet a doctor in person and discouraged by the cost of the visit.

Amy's Co-Founder, Alda Luong, has been a dedicated retinoid user for over 10 years. Alda was originally prescribed a retinoid to clear up her acne and has never stopped using the cream. However, she too had to begrudgingly overcome barriers to get access. Alda, like Amy, now uses a prescription retinoid for prevention purposes.

Both loyal retinoid users, that's not the only thing that Amy and Alda share in common. The co-founders met in 2015 while working at Optimizely. Says Amy, *"We gravitated towards each other because there weren't many women engineers."* Before joining Optimizely, Alda was a firmware engineer at Apple and a mobile engineer at Yammer. *"She knows everything,"* Amy boasts of the CTO, from mobile to full stack to hardware. Amy's previous experience includes early Product and Growth at Airbnb. At Dear Brightly, Amy still codes in addition to ensuring the success of the company.

“Cognition IP was super patient, answered all of my questions, and hand-held me throughout the process.”



Amy Chiu
- Co-Founder and CEO, Dear Brightly

“Cognition IP has built a very strong, lasting client relationship. It’s amazing.”

Dear Brightly’s female engineer founders seamlessly connect telehealth and beauty

The co-founders’ unique backgrounds are well-matched to the company’s business model. Consumers provide details about their skin’s story, a licensed dermatologist writes a prescription if applicable, and the tailored retinoid cream is delivered to the customer’s doorstep. Explains Amy, *“From the surface, people think of us as an eCommerce business, but a lot is going on underneath the hood that definitely requires a leadership team that is very technical.”*

When Dear Brightly started, the company operated only in California. Now, operations have expanded to 31 states. Amidst the company’s rapid growth, Amy began to think more seriously about the company’s intellectual property. Specifically, she wanted to trademark the Dear Brightly name which was increasingly garnering more and more attention. Amy was referred to a lawyer at a traditional law firm but was ultimately deterred by the cost. Then, Amy emailed Cognition IP to inquire about trademarks. Cognition IP’s predictable pricing was much more in line with Dear Brightly’s expectations, but it was the attentiveness and consideration that Amy received from the company that secured the partnership. *“You couldn’t beat the care that Cognition IP put into their communications. It was obvious that this was not the team’s first rodeo; they know how this works. And yet, they never copied and pasted some automated email. They were super patient, answered all of my questions, and hand-held me throughout the process.”*

Cognition IP personalizes the partnership experience and files trademarks cost-effectively

Cognition IP prepared and filed the initial trademark application for Dear Brightly within weeks. Amy asked for Cognition IP’s help to register the trademark on their company name across multiple countries, and for help registering a trademark on the company’s slogan. Cognition IP provided valuable advice about IP strategy for brand protection and counseled about any risks. As a result, Dear Brightly chose a strategy of aggressive IP protection to make sure they would have trademark rights to their brand name in all of their major markets.

Cognition IP’s cost-effective solution made it possible for Dear Brightly to obtain protection in many countries. Now that the trademark application for the company name has been filed, the partnership continues. Amy explains, *“It’s an ongoing relationship, even though the trademarking is already done. I have burning questions all of the time, and the Cognition IP team is always there for me. They’ve built a very strong, lasting client relationship. It’s amazing. We will definitely continue working with Cognition IP, and I recommend them to everyone.”*