

Bogotá D.C., enero 20 de 2026

Doctor

Iván David Hernández Muñoz

Coordinador (E)

SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO

Delegatura de Propiedad Industrial – Dirección de Signos Distintivos

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Asunto: Respuesta al Oficio N° 270 del 6 de enero de 2026

Ref: Expediente N° SD2025/0115774

Respetado Doctor Hernández:

Cordial saludo.

Yo, CÉSAR AUGUSTO CASTRO ROMERO, identificado con C.C. No. 79956853, en calidad de Representante Legal Suplente de PROMO LINE SAS, sociedad identificada con NIT. 901924175-4, procedo a dar respuesta al requerimiento realizado por su despacho como resultado del examen de forma a la solicitud de marca “**Nuva Life**”, haciendo las siguientes precisiones:

1. Reivindicación de colores:

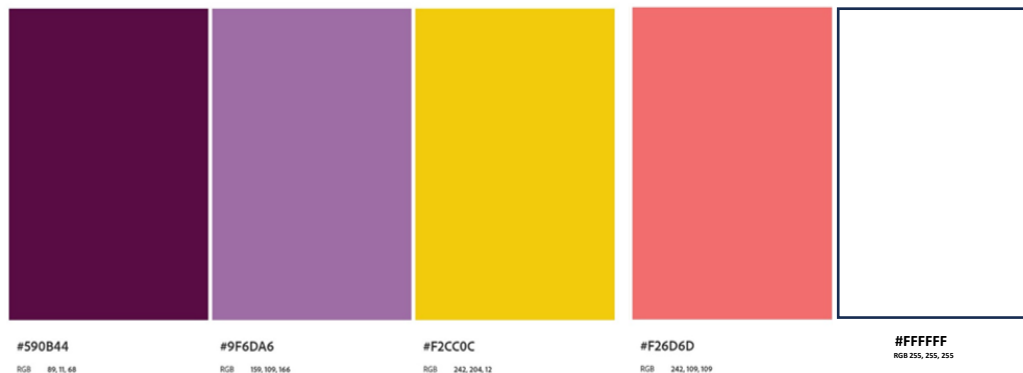
Como quiera que, dentro del estudio se encontró que en la descripción de los colores del signo distintivo que se pretende registrar como marca mixta, no hay una identificación clara y objetiva de los colores reivindicados, apporto una nueva descripción de colores en la que se indican los nombres exactos de los colores presentes en el signo solicitado de la siguiente manera:



Descripción colores de la marca mixta “Nuva Life”: RGB #590b44, RGB #9F6DA6, RGB #F26D6D y RGB #F2CC0C sobre fondo RGB #FFFFFF (blanco)

Colores que se pretenden reivindicar:

- **RGB #590b44** (89,11,68) – color description: Very dark Pink (descrito anteriormente como morado)
- **RGB #9F6DA6** (159, 109, 166) – color description: Mostly desaturated dark magenta (descrito anteriormente como lila)
- **RGB #F26D6D** (242, 109, 109) – color description: Soft red (descrito anteriormente como rosado)
- **RGB #F2CC0C** (242, 204, 12) – color description: Vivid yellow (descrito anteriormente como amarillo)
- **RGB #FFFFFF** (255, 255, 255) – color description: White (descrito anteriormente como blanco)



Se aportan como anexo, unos archivos PDF (5 folios) con la información de los colores presentes en el signo que pretenden reivindicarse.

Finalmente, una vez radicada la presente respuesta al requerimiento del asunto realizado en el marco de la solicitud de registro de marca Exp. N° SD2025/0115774, manifiesto mi voluntad de renunciar a términos con el fin de continuar con el trámite a la mayor brevedad y solicito tener en cuenta los anexos del presente documento y los que reposan en el expediente mencionado.

Para cualquier notificación, requerimiento y/o comunicación solicito que se envíe al correo electrónico: info@promoline.com.co.

Atentamente,

Cesar Augusto Castro Romero

CÉSAR AUGUSTO CASTRO ROMERO

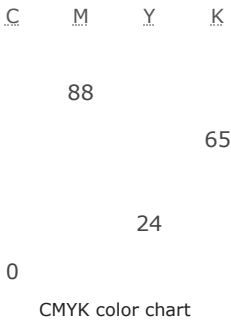
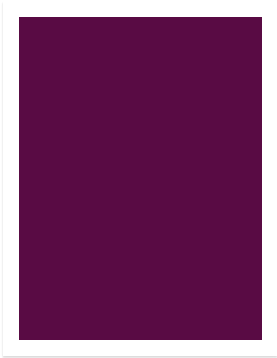
Representante Legal Suplente de PROMO LINE SAS

Anexo: #590b44 hex color, (1) folio
#9f6da6 hex color, (1) folio
#f2cc0c hex color, (1) folio
#f26d6d hex color, (1) folio
#ffffff hex color, (1) folio

#590b44 Color Information

Information Conversion Schemes Alternatives Preview Shades and Tints Tones Blindness Simulator

In a RGB color space, hex #590b44 is composed of 34.9% red, 4.3% green and 26.7% blue. Whereas in a CMYK color space, it is composed of 0% cyan, 87.6% magenta, 23.6% yellow and 65.1% black. It has a hue angle of 316.2 degrees, a saturation of 78% and a lightness of 19.6%. #590b44 color hex could be obtained by blending #b21688 with #000000. Closest websafe color is: #660033.



- #590b44 color description : **Very dark pink.**

#590b44 Color Conversion

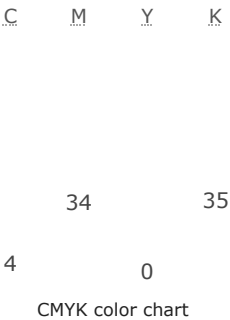
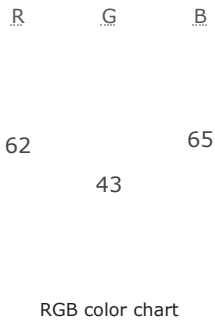
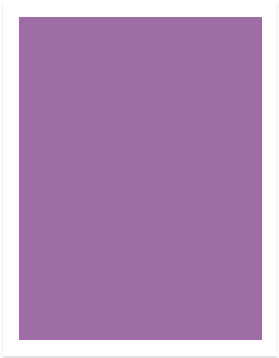
The hexadecimal color #590b44 has RGB values of R:89, G:11, B:68 and CMYK values of C:0, M:0.88, Y:0.24, K:0.65. Its decimal value is 5835588.

Hex triplet	590b44	#590b44	CIE-LAB	19.145, 39.331, -14.341
RGB Decimal	89, 11, 68	rgb(89,11,68)	XYZ	5.283, 2.781, 5.727
RGB Percent	34.9, 4.3, 26.7	rgb(34.9%,4.3%,26.7%)	xyY	0.383, 0.202, 2.781
CMYK	0, 88, 24, 65		CIE-LCH	19.145, 41.864, 339.966
HSL	316.2°, 78, 19.6	hsl(316.2,78%,19.6%)	CIE-LUV	19.145, 32.708, -19.5
HSV (or HSB)	316.2°, 87.6, 34.9		Hunter-Lab	16.676, 27.363, -8.688
Web Safe	660033	#660033	Binary	01011001, 00001011, 01000100

#9f6da6 Color Information

Information Conversion Schemes Alternatives Preview Shades and Tints Tones Blindness Simulator

In a RGB color space, hex #9f6da6 is composed of 62.4% red, 42.7% green and 65.1% blue. Whereas in a CMYK color space, it is composed of 4.2% cyan, 34.3% magenta, 0% yellow and 34.9% black. It has a hue angle of 292.6 degrees, a saturation of 24.3% and a lightness of 53.9%. #9f6da6 color hex could be obtained by blending #ffdaff with #3f004d. Closest websafe color is: #996699.



- #9f6da6 color description : **Mostly desaturated dark magenta.**

#9f6da6 Color Conversion

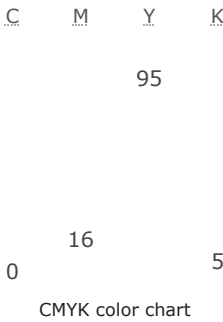
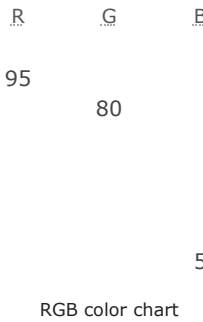
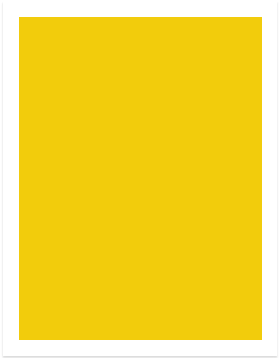
The hexadecimal color #9f6da6 has RGB values of R:159, G:109, B:166 and CMYK values of C:0.04, M:0.34, Y:0, K:0.35. Its decimal value is 10448294.

Hex triplet	9f6da6	#9f6da6	CIE-LAB	53.017, 29.764, -22.719
RGB Decimal	159, 109, 166	rgb(159,109,166)	XYZ	26.649, 21.062, 38.736
RGB Percent	62.4, 42.7, 65.1	rgb(62.4%,42.7%,65.1%)	xyY	0.308, 0.244, 21.062
CMYK	4, 34, 0, 35		CIE-LCH	53.017, 37.444, 322.645
HSL	292.6°, 24.3, 53.9	hsl(292.6,24.3%,53.9%)	CIE-LUV	53.017, 23.779, -38.02
HSV (or HSB)	292.6°, 34.3, 65.1		Hunter-Lab	45.893, 23.335, -17.918
Web Safe	996699	#996699	Binary	10011111, 01101101, 10100110

#f2cc0c Color Information

Information Conversion Schemes Alternatives Preview Shades and Tints Tones Blindness Simulator

In a RGB color space, hex #f2cc0c is composed of 94.9% red, 80% green and 4.7% blue. Whereas in a CMYK color space, it is composed of 0% cyan, 15.7% magenta, 95% yellow and 5.1% black. It has a hue angle of 50.1 degrees, a saturation of 90.6% and a lightness of 49.8%. #f2cc0c color hex could be obtained by blending #ffff18 with #e59900. Closest websafe color is: #ffcc00.



- #f2cc0c color description : **Vivid yellow.**

#f2cc0c Color Conversion

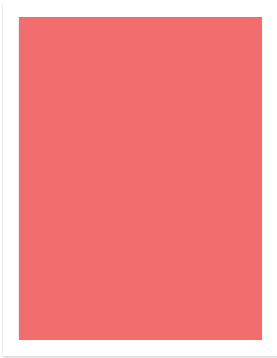
The hexadecimal color #f2cc0c has RGB values of R:242, G:204, B:12 and CMYK values of C:0, M:0.16, Y:0.95, K:0.05. Its decimal value is 15911948.

Hex triplet	f2cc0c	#f2cc0c	CIE-LAB	82.962, -1.787, 82.662
RGB Decimal	242, 204, 12	rgb(242,204,12)	XYZ	58.278, 62.092, 9.263
RGB Percent	94.9, 80, 4.7	rgb(94.9%,80%,4.7%)	xyY	0.45, 0.479, 62.092
CMYK	0, 16, 95, 5		CIE-LCH	82.962, 82.682, 91.238
HSL	50.1°, 90.6, 49.8	hsl(50.1,90.6%,49.8...	CIE-LUV	82.962, 33.73, 87.261
HSV (or HSB)	50.1°, 95, 94.9		Hunter-Lab	78.798, -5.882, 48.189
Web Safe	ffcc00	#ffcc00	Binary	11110010, 11001100, 00001100

#f26d6d Color Information

Information Conversion Schemes Alternatives Preview Shades and Tints Tones Blindness Simulator

In a RGB color space, hex #f26d6d is composed of 94.9% red, 42.7% green and 42.7% blue. Whereas in a CMYK color space, it is composed of 0% cyan, 55% magenta, 55% yellow and 5.1% black. It has a hue angle of 0 degrees, a saturation of 83.6% and a lightness of 68.8%. #f26d6d color hex could be obtained by blending #ffdada with #e50000. Closest websafe color is: #ff6666.



R G B
95
43 43

RGB color chart

C M Y K
55 55
0 5

CMYK color chart

- #f26d6d color description : **Soft red.**

#f26d6d Color Conversion

The hexadecimal color #f26d6d has RGB values of R:242, G:109, B:109 and CMYK values of C:0, M:0.55, Y:0.55, K:0.05. Its decimal value is 15887725.

Hex triplet	f26d6d	#f26d6d	CIE-LAB	62.442, 51.145, 25.329
RGB Decimal	242, 109, 109	rgb(242,109,109)	XYZ	44.848, 30.923, 18.074
RGB Percent	94.9, 42.7, 42.7	rgb(94.9%,42.7%,42.7%)	xyY	0.478, 0.33, 30.923
CMYK	0, 55, 55, 5		CIE-LCH	62.442, 57.074, 26.346
HSL	0°, 83.6, 68.8	hsl(0,83.6%,68.8%)	CIE-LUV	62.442, 98.098, 21.159
HSV (or HSB)	0°, 55, 94.9		Hunter-Lab	55.608, 46.646, 19.655
Web Safe	ff6666	#ff6666	Binary	11110010, 01101101, 01101101

#ffffff Color Information

Information

Conversion

Schemes

Alternatives

Preview

Shades and Tints

Tones

Blindness Simulator

In a RGB color space, hex #ffffff (also known as White) is composed of 100% red, 100% green and 100% blue. Whereas in a CMYK color space, it is composed of 0% cyan, 0% magenta, 0% yellow and 0% black. It has a hue angle of 0 degrees, a saturation of 0% and a lightness of 100%. #ffffff color hex could be obtained by blending #ffffff with #ffffff. #ffffff (or #fff) is a websafe color.



R	G	B
100	100	100

C	M	Y	K
0	0	0	0

RGB color chart

CMYK color chart

- #ffffff color description : **White**.

#ffffff Color Conversion

The hexadecimal color #ffffff has RGB values of R:255, G:255, B:255 and CMYK values of C:0, M:0, Y:0, K:0. Its decimal value is 16777215.

Hex triplet	ffffff	#ffffff	CIE-LAB	100, -0, -0.009
RGB Decimal	255, 255, 255	rgb(255,255,255)	XYZ	95.047, 100, 108.897
RGB Percent	100, 100, 100	rgb(100%,100%,100%)	xyY	0.313, 0.329, 100
CMYK	0, 0, 0, 0		CIE-LCH	100, 0.009, 266.929
HSL	0°, 0, 100	hsl(0,0%,100%)	CIE-LUV	100, -0.006, -0.013
HSV (or HSB)	0°, 0, 100		Hunter-Lab	100, -5.342, 5.435
Web Safe	ffffff	#ffffff	Binary	11111111, 11111111, 11111111