

## HEINZ AND CUCUMBER DESIGN — 0030840

### Application number

0030840

### Registration number

TMDA6049

### Type(s)

Design

### Category

Specific Mark

### CIPO Status

REGISTERED

### TM5 status

LIVE/REGISTRATION/Issued  
and Active



The trademark application has  
been registered with the Office.

### Registered

1897-05-19

### Registration Expiry Date

2032-05-19

### Current owner

Kraft Heinz Canada ULC  
95 Moatfield Drive  
Toronto  
ONTARIO M3B3L6

### Agent

SMART & BIGGAR LP  
Scotia Plaza, 40 King Street  
West  
40th Floor  
Toronto  
ONTARIO M5H3Y2

### Registered Owner

H.J. HEINZ COMPANY  
Pittsburg, Pennsylvania  
UNITED STATES OF  
AMERICA

### Old Owner

### Trademark description

The representation of a cucumber, and the word HEINZ'S

### Index headings

HEINZ

### Vienna information (Code & Description)

5.9.15	Aubergines, cucumbers, gherkins, sweet peppers
A 5.9.23	One vegetable
27.1.1	Letters or numerals forming geometrical figures, written or typographical matter in perspective
A 27.1.12	Letters or numerals forming a figure in the shape of an arc of a circle

### Goods (Nice class & Statement)

(1) General pickled and preserved condiments; namely pickles, vinegar, sauces, catsups, prepared horse-radish, prepared mustard, preserves, jellies, marmalades, jams, baked beans with tomato sauce.

(2) Fruit butters, cranberry sauce, salad creams and dressing, fruit cake, rice flakes, canned vegetables,

**Classification data** peanut butter, mincemeat, soups, sauerkraut, olives, olive oil, spaghetti, macaroni, cereals, puddings, spreads, strained and infants foods, namely, fruits, vegetables, meats, soups and combinations thereof, tomato juice and fruit juices.

**Disclaimer**

The classification data is provided for information and searching purposes only. CIPO does not warrant the accuracy of the classes assigned to the trademark. This data has no legal value of any kind.

**Claims** 5 - Pharmaceuticals and herbicides  
25 - Clothing, footwear, headgear  
29 - Meats and processed foods  
30 - Staple foods  
32 - Beer and non-alcoholic beverages

Date of first use in CANADA May 17, 1897 on goods (1)  
Date of first use in CANADA 1922 on goods (2)

### Recordals (known also as Footnotes)

#### CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1940-06-07

DATE OF CHANGE / DATE DE CHANGEMENT: 1940-06-04

COMMENTS / COMMENTAIRES: H.J. HEINZ COMPANY OF CANADA, LTD.

SEE EVIDENCE ON FILE/VOIR PREUVE SUR LE DOSSIER  
GC 14386; NS 4191.

#### AMENDMENT TO REGISTRATION / MODIFICATION A L'ENREGISTREMENT:

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Section 42 UCA

1063708 B.C. Unlimited  
Liability Company  
95 Moatfield Drive  
Toronto  
ONTARIO M3B3L6

**Old Owner**

H.J. HEINZ COMPANY OF  
CANADA LTD.  
Suite 400  
90 Sheppard Avenue East  
North York  
ONTARIO M2N7K5

**Old Owner**

HEINZ CANADA HOLDINGS  
LTD.  
Suite 400  
90 Sheppard Avenue East  
North York  
ONTARIO M2N7K5

**Old Owner**

H.J. Heinz Company of  
Canada LP  
90 Sheppard Avenue East  
Suite 400  
Toronto  
ONTARIO M2N7K5

**Documents**

[View documents](#)

/ Article 42 de la Loi sur la concurrence déloyale

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1947-02-13

COMMENTS / COMMENTAIRES: Wares (2) added.

**AMENDMENT TO REGISTRATION / MODIFICATION A  
L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Section 44 TMA

/ Article 44 de la Loi sur les marques de commerce

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1980-02-05

COMMENTS / COMMENTAIRES: Wares (1) amended.

Date of first use added on wares (1) and (2)

**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1991-03-22

**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2007-08-08

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence  
on File No. 232214

**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2007-11-07

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence  
on File No. 1216042

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2009-02-17

DATE OF CHANGE / DATE DE CHANGEMENT: 2008-12-15

COMMENTS / COMMENTAIRES: FROM: H.J. HEINZ COMPANY OF  
CANADA, LTD.

TO: H.J. HEINZ COMPANY OF CANADA LTD.

Certificate of Continuation

Voir Preuve au dossier/See evidence on File No. 232214

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Amalgamation /  
Fusionnement

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2009-02-17

DATE OF CHANGE / DATE DE CHANGEMENT: 2009-01-21

COMMENTS / COMMENTAIRES: FROM: H.J. HEINZ COMPANY OF  
CANADA LTD.

TO: HEINZ CANADA HOLDINGS LTD.

Voir Preuve au dossier/See evidence on File No. 232214

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2009-02-17

DATE OF CHANGE / DATE DE CHANGEMENT: 2009-01-21

COMMENTS / COMMENTAIRES: FROM: HEINZ CANADA HOLDINGS  
LTD.

TO: H.J. Heinz Company of Canada LP

Voir Preuve au dossier/See evidence on File No. 232214

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-07-20

DATE OF CHANGE / DATE DE CHANGEMENT: 2016-04-03

COMMENTS / COMMENTAIRES: FROM: H.J. Heinz Company of  
Canada LP

TO: 1063708 B.C. Unlimited Liability Company

Voir Preuve au dossier/See evidence on File No. 30840

**Amalgamation and Address / Fusionnement et adresse**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-09-13

DATE OF CHANGE / DATE DE CHANGEMENT: 2016-04-06

COMMENTS / COMMENTAIRES: FROM: 1063708 B.C. Unlimited

**Action History**

Action	Action date	Due date	Comments
Registered	1897-05-19		
Renewed	1987-05-19		
Rep for Service Name Changed	2000-01-25		
Renewed	2002-05-19		DP:2002/05/30 RD:2002/05/15 RR:(256) BLAKE, CASSELS & GRAYDON LLP
Rep for Service Changed	2004-04-16		From: 256 To: 6146 / Voir Preuve au dossier/See evidence on File No. 232214
Rep for Service Changed	2007-08-08		From: 6146 To: 5667 / Voir Preuve au dossier/See evidence on File No. 232214
Amendment to Registration	2007-08-08		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 232214
Amendment to Registration	2007-11-07		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 1216042
Amendment to Registration	2009-02-17		Name / Voir Preuve au dossier/See evidence on File No. 232214
Amendment to Registration	2009-02-17		Amalgamation / Voir Preuve au dossier/See evidence on File No. 232214
Change of Title Registered	2009-02-17		Assignment / Voir Preuve au dossier/See evidence on File No. 232214
Rep for Service Changed	2011-05-30		From: 5667 To: 5153
Rep for Service Name Changed	2011-05-31		
Rep for Service Name Changed	2012-01-04		
Rep for Service Name Changed	2013-05-29		
Rep for Service Name Changed	2013-05-29		

Rep for Service Name Changed	2013-06-03		
Rep for Service Name Changed	2013-06-03		
Rep for Service Name Changed	2013-06-27		
Correspondence Created	2016-06-02		
Change of Title Registered	2016-07-20		Assignment / Voir Preuve au dossier/See evidence on File No. 30840
Amendment to Registration	2016-09-13		Amalgamation and address / Voir Preuve au dossier /See evidence on File No. 1624227
Renewed	2017-05-19	2032-05-19	DP:2017/04/05 RD:2017/04/05 RR:Janine Töllner Brandstock Services AG Ruckerstrasse 1 Munich80336 Germany
Agent Changed	2019-12-20		From: 5153 To: 10679 / Voir Preuve au dossier/See evidence on File No. 564637
Agent Changed	2024-12-21		From/De: 10679 To/A: 9681
Agent Changed	2026-04-21		Transferred From: 9681 To: 59