

**EFFEM — 0396491**

**Application number**

0396491

**Registration number**

TMA222875

**Type(s)**

Word

**Category**

Trademark

**CIPO Status**

REGISTERED

**TM5 status**

LIVE/REGISTRATION/Issued  
and Active



The trademark application has  
been registered with the Office.

**Filed**

1976-04-05

**Registered**

1977-09-02

**Registration Expiry Date**

2032-09-02

**Registered Owner**

Mars Canada Inc.  
37 Holland Drive  
Bolton  
ONTARIO L7E5S4

**Agent**

BAKER & MCKENZIE LLP  
BROOKFIELD PLACE  
181 BAY STREET, SUITE  
2100  
P.O. BOX 874  
TORONTO  
ONTARIO M5J2T3

**S45 REQUESTER (CLOSED)**

RICHES, NCKENZIE &  
HERBERT

**Index headings**

EFFEM

**Goods (Nice class & Statement)**

- |    |  |
|----|--|
| 29 | (1) Textured protein food for human consumption.                                 |
| 30 | (2) Confectionery foods, namely biscuits and candy;<br>human food, namely, rice. |
| 31 | (3) Pet foods.   |

**Services (Nice class & Statement)**

- |    |   |
|----|---|
| 35 | (1) Operation of a business dealing in the sale of pet food<br>and pet related accessories, food, confectionery and<br>electronics businesses.        |
| 40 | (2) Operation of a business dealing in the manufacture of<br>pet food and pet related accessories, food, confectionery<br>and electronics businesses. |

**Claims**

Used in CANADA since at least as early as 1974 on services  
Declaration of Use filed August 22, 1977 on goods (2), (3)  
Declaration of Use filed December 31, 1979 on goods (1)

**Recordals (known also as Footnotes)**

**AMENDMENT TO REGISTRATION / MODIFICATION A**

**L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Additional  
Goods / Produits supplémentaires

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1980-02-22

FILING DATE / DATE DE PRODUCTION: 1978-01-04

COMMENTS / COMMENTAIRES: WARES (2) ADDED.

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

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1992-09-18

**AMENDMENT TO REGISTRATION / MODIFICATION A**

**L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Additional  
Services / Services supplémentaires

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1993-12-10

FILING DATE / DATE DE PRODUCTION: 1993-02-26

COMMENTS / COMMENTAIRES: Services marked (1) added.

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1999-03-23

DATE OF CHANGE / DATE DE CHANGEMENT: 1998-07-31

COMMENTS / COMMENTAIRES: FROM: EFFEM FOODS LTD.

TO: EFFEM INC.

Voir Preuve au dossier/See evidence on File No. 114711

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

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

DATE OF CHANGE / DATE DE CHANGEMENT: 2007-05-08

**Agent**

RICHES, MCKENZIE &  
HERBERT LLP  
SUITE 1800  
2 BLOOR STREET EAST  
TORONTO  
ONTARIO  
M4W3J5

COMMENTS / COMMENTAIRES: FROM: EFFEM INC.  
TO: Mars Canada Inc.  
Voir Preuve au dossier/See evidence on File No. 114711

**Documents**

[View documents](#)

**Action History**

Action	Action date	Due date	Comments
Filed	1976-04-05		
Registered	1977-09-02	1992-09-02	
Renewed	1992-09-02	2007-09-02	
Change of Title Registered	1999-03-23		Name
Rep for Service Name Changed	2006-02-16		
Amendment to Registration	2007-07-11		Name / Voir Preuve au dossier/See evidence on File No. 114711
Renewed	2007-09-02	2022-09-02	DP:2007/09/26 RD:2007/09/26 RR:(3927) BAKER & MCKENZIE LLP
Renewal Notice Sent	2007-09-19	2008-03-19	
Requirement to Furnish Statement Under Subsection 44.1(1) Sent	2022-07-18	2023-01-18	
Renewed	2022-09-02	2032-09-02	DP:2022/07/13 RD:2022/07/13 RR:Claudia Matei rue des Bruyères, L-1274 Luxembourg Luxembourg L-1274 Luxembourg
Failure to Furnish Statement Under Subsection 44.1(1) Sent	2023-02-06	2023-04-06	
Nice Correspondence Sent	2023-10-05	2024-04-05	
Nice Class(es) Acceptance Letter Sent	2024-04-04		
Adjusted Renewal Fee Notice Sent	2024-04-04	2024-06-04	Additional Classes:4
Adjusted Renewal Fee Received	2024-04-10		

**Expungement Actions (Section 45)**

**Case # 1 : RICHES, NCKENZIE & HERBERT - Closed**

**General Actions - S45**

<b>Action</b>	<b>Action date</b>	<b>Due date</b>
Case Closed - Requester Withdraws	1997-04-08	

**Request Received**

<b>Action</b>	<b>Action date</b>	<b>Due date</b>
Notice Sent to Owner	1996-04-24	1997-05-24

**Response by Owner**

<b>Action</b>	<b>Action date</b>	<b>Due date</b>
Extension of Time Granted to Owner	1997-01-21	
Extension of Time Granted to Owner	1997-02-27	