

**Application number**

0688996

**Registration number**

TMA417562

**Type(s)**

Word

**Category**

Trademark

**CIPO Status**

EXPUNGED

**TM5 status**

DEAD/REGISTRATION/  
Cancelled/Invalidated



The trademark application was registered, but subsequently it was cancelled or invalidated and removed from the registry.

**Filed**

1991-08-30

**Inactivated**

2024-04-18

**Current owner**

Transform SR Brands LLC  
3333 Beverly Road  
Hoffman Estates, Illinois 60179  
UNITED STATES OF  
AMERICA

**Agent**

ROBINSON SHEPPARD  
SHAPIRO S.E.N.C.R.L./L.L.P.  
STOCK EXCHANGE TOWER  
800 PLACE VICTORIA,  
BUREAU 4600  
MONTREAL  
QUEBEC H4Z1H6

**Registered Owner**

SEARS CANADA INC.,  
222 JARVIS STREET,

**Index headings**

MATURE OUTLOOK  
OUT LOOK

**Services (Nice class & Statement)**

**Classification data** (1) Operation of retail department stores, including catalogue and in-store sales, and the operation of a club for customers who are seniors.

**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.

35 - Advertising, marketing, promotional and business

**Claims**

Declaration of Use filed July 12, 1993

**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: 2003-05-14  
DATE OF CHANGE / DATE DE CHANGEMENT: 2003-03-07  
COMMENTS / COMMENTAIRES: FROM: SEARS CANADA INC.,  
TO: Sears, Roebuck and Co.

Voir Preuve au dossier/See evidence on File No. 688996

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession  
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2011-10-03  
DATE OF CHANGE / DATE DE CHANGEMENT: 2011-06-17  
COMMENTS / COMMENTAIRES: FROM: Sears, Roebuck and Co.

TO: Sears Brands, LLC

Voir Preuve au dossier/See evidence on File No. 234946

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

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Paragraph 41(1)  
(a) - Owner Information / Alinéa 41(1)(a) - information sur le propriétaire  
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2012-11-07  
DATE OF CHANGE / DATE DE CHANGEMENT: 2012-11-07

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 234946

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession  
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2020-06-05  
DATE OF CHANGE / DATE DE CHANGEMENT: 2019-02-11  
COMMENTS / COMMENTAIRES: FROM: Sears Brands, LLC

TO: Transform SR Brands LLC

Voir Preuve au dossier/See evidence on File No. 1518349

TORONTO,  
ONTARIO M5B2B8

**Old Owner**

Sears, Roebuck and Co.  
Department 766  
B06-311B  
3333 Beverly Road  
Hoffman Estates, Illinois 60179  
UNITED STATES OF  
AMERICA

**Old Owner**

Sears Brands, LLC  
3333 Beverly Road  
Hoffman Estates, Illinois 60179  
UNITED STATES OF  
AMERICA

**Documents**

[View documents](#)

**Action History**

Action	Action date	Due date	Comments
Filed	1991-08-30		
Created	1991-08-30		
Search Recorded	1991-11-28		
Correspondence Created	1992-01-16		
Approved	1992-07-31		
Advertised	1992-11-25		Vol.39 Issue 1987
Allowed	1993-02-19		
Allowance Notice Sent	1993-02-19	1993-08-19	
Registered	1993-10-01	2008-10-01	
Rep for Service Changed	2003-05-14		From: 2502 To: 12 / Voir Preuve au dossier/See evidence on File No. 688996
Change of Title Registered	2003-05-14		Assignment / Voir Preuve au dossier/See evidence on File No. 688996
Renewed	2008-10-01	2023-10-01	DP:2008/04/28 RD:2008 /04/28 RR:(12) SMART & BIGGAR
Rep for Service Changed	2011-10-03		From: 12 To: 5153 / Voir Preuve au dossier/See evidence on File No. 234946
Change of Title Registered	2011-10-03		Assignment / Voir Preuve au dossier/See evidence on File No. 234946

Rep for Service Name Changed	2012-01-04		
Amendment to Registration	2012-11-07		Section 41(1)(a) - Owner Information / Voir Preuve au dossier/See evidence on File No. 234946
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		
Rep for Service Changed	2017-07-19		From: 5153 To: 9096 / Voir Preuve au dossier /See evidence on File No. 1518349
Change of Title Registered	2020-06-05		Assignment / Voir Preuve au dossier/See evidence on File No. 1518349
Renewal Notice Sent	2023-10-18	2024-04-01	
Expunged - Failure to Renew	2024-04-18		DP: 2024/04/18