

**Application number**

0730485

**Registration number**

TMA497253

**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**

1993-06-07

**Registered**

1998-07-15

**Registration Expiry Date**

2028-07-15

**Current owner**

Groupe Marcelle Inc.  
9200 de la Côte-de-Liesse  
Road  
Lachine  
QUÉBEC H8T1A1

**Agent**

NORTON ROSE FULBRIGHT  
CANADA LLP/S.E.N.C.R.L., S.  
R.L.  
1, Place Ville Marie  
Suite 2700, Montreal  
QUEBEC H3B1R1

**Registered Owner**

LISE WATIER COSMETIQUES  
INC.,

**Index headings**

IRRESISTIBLE

**Goods (Nice class & Statement)**

(1) Produits cosmétiques, de soins de beauté et de  
parfumerie, nommément: parfum, eau de toilette, eau de  
cologne, eau de parfum, lait pour le corps, crème pour le  
corps, savon, gel de bain, gel de douche, désodorisant;  
accessoires pour les soins de la beauté, nommément:

**Classification  
data**

**Disclaimer**

trousses de maquillage.

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**

3 - Bleaching, cleaning preparations and non-medicated  
cosmetics

18 - Leather and artificial leather goods

Déclaration d'emploi déposée 25 juin 1998

**Recordals (known also as Footnotes)**

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

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2013-10-18

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence  
on File No. 425537

**Security Agreement Placed on File / Accord de sécurité inscrit au  
dossier**

DATE RECORDED / DATE CONSIGNEE: 2014-09-19

DATE OF CHANGE / DATE DE CHANGEMENT: 2014-09-18

COMMENTS / COMMENTAIRES: Laurentian Bank of Canada  
Voir Preuve au dossier/See evidence on File No. 425537

**Security Agreement Removed / Accord de sécurité retiré**

DATE RECORDED / DATE CONSIGNEE: 2016-03-23

DATE OF CHANGE / DATE DE CHANGEMENT: 2016-03-22

COMMENTS / COMMENTAIRES: Laurentian Bank of Canada  
Voir Preuve au dossier/See evidence on File No. 446672

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Amalgamation /  
Fusionnement

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-03-31

DATE OF CHANGE / DATE DE CHANGEMENT: 2016-02-18

COMMENTS / COMMENTAIRES: FROM: LISE WATIER

COSMETIQUES INC.,

TO: Lise Watier Cosmétiques Inc.

Voir Preuve au dossier/See evidence on File No. 1660585

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Amalgamation /  
Fusionnement

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-03-31

DATE OF CHANGE / DATE DE CHANGEMENT: 2016-02-18

COMMENTS / COMMENTAIRES: FROM: Lise Watier Cosmétiques Inc.

TO: Groupe Marcelle Inc.

5600 Côte de Liesse  
Ville Mont-Royal  
QUÉBEC H4T4L1

**Applicant**

LISE WATIER COSMETIQUES  
INC.,  
5600 Côte de Liesse  
Ville Mont-Royal  
QUÉBEC H4T4L1

**Old Owner**

Lise Watier Cosmétiques Inc.  
5600 Côte de Liesse  
Ville Mont-Royal  
QUÉBEC H4T4L1

**S45 REQUESTER (CLOSED)**

88766 Canada Inc.

**Agent**

ROBIC AGENCE PI S.E.C./  
ROBIC IP AGENCY LP  
630, boul. René-Lévesque  
Ouest  
20e étage  
Montréal  
QUÉBEC  
H3B1S6

**Documents**

[View documents](#)

**Action History**

Action	Action date	Due date	Comments
Filed	1993-06-07		
Created	1993-06-17		
Formalized	1993-06-28		
Search Recorded	1993-10-12		
Examiner's First Report	1993-11-23		
Correspondence Created	1993-11-24		
Approved	1994-10-13		
Advertised	1994-12-07		Vol.41 Issue 2093
Allowed	1995-03-03		
Allowance Notice Sent	1995-03-03	1996-12-07	
Extension of Time	1997-01-29	1997-06-07	Request Letter Date: 1996 /12/06
Extension of Time	1997-07-22	1997-12-07	Request Letter Date: 1997 /06/09
			Request Letter Date: 1997

Voir Preuve au dossier/See evidence on File No. 1660585

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

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-04-20

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 1660585

**Security Agreement Placed on File / Accord de sécurité inscrit au dossier**

DATE RECORDED / DATE CONSIGNEE: 2016-04-27

DATE OF CHANGE / DATE DE CHANGEMENT: 2016-04-27

COMMENTS / COMMENTAIRES: BANK OF MONTREAL

Voir Preuve au dossier/See evidence on File No. 1405029

**Security Agreement Placed on File / Accord de sécurité inscrit au dossier**

DATE RECORDED / DATE CONSIGNEE: 2016-05-17

DATE OF CHANGE / DATE DE CHANGEMENT: 2016-05-17

COMMENTS / COMMENTAIRES: CDP INVESTISSEMENTS INC.

Voir Preuve au dossier/See evidence on File No. 140330

Extension of Time	1998-01-27	1998-06-07	/12/08
Extension of Time	1998-07-14	1998-12-07	Request Letter Date: 1998 /06/25
Registered	1998-07-15	2013-07-15	
Agent Name Changed	2000-07-04		
Rep for Service Name Changed	2000-07-04		
Rep for Service Changed	2012-04-12		From: 8390 To: 5727 / Voir Preuve au dossier/See evidence on File No. 425537
Renewed	2013-07-15	2028-07-15	DP:2013/07/18 RD:2013/07 /15 RR:(5727) GOWLING LAFLEUR HENDERSON LLP
Amendment to Registration	2013-10-18		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 425537
Security Interest Placed	2014-09-19		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 425537
Rep for Service Changed	2015-09-28		From: 5727 To: 2993 / Voir Preuve au dossier/See evidence on File No. 1562889
Security Interest Removed	2016-03-23		Security Agreement Removed / Voir Preuve au dossier/See evidence on File No. 446672
Amendment to Registration	2016-03-31		Amalgamation / Voir Preuve au dossier/See evidence on File No. 1660585
Rep for Service Changed	2016-03-31		From: 2993 To: 5153 / Voir Preuve au dossier/See evidence on File No. 1660585
Amendment to Registration	2016-03-31		Amalgamation / Voir Preuve au dossier/See evidence on File No. 1660585
Amendment to Registration	2016-04-20		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 1660585
Security Interest Placed	2016-04-27		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 1405029

Security Interest Placed	2016-05-17	Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 140330
--------------------------	------------	--

**Expungement Actions (Section 45)**

**Case # 1 : 88766 Canada Inc. - Closed**

**General Actions - S45**

Action	Action date	Due date
Case Closed - Requester Withdraws	2003-07-15	

**Request Received**

Action	Action date	Due date
Request Reviewed	2002-10-11	
Notice Sent to Owner	2002-10-11	2003-07-11

**Response by Owner**

Action	Action date	Due date
Extension of Time Granted to Owner	2003-02-04	
Extension of Time Granted to Owner	2003-05-13	
Deadline - Evidence from Owner	2003-05-13	2003-07-11