

Application number

0772012

Registration number

TMA453952

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

1994-12-29

Registered

1996-02-09

Registration Expiry Date

2026-02-09

Current owner

Holden LLC
117 S Cook St.
#382
Barrington, IL 60010
UNITED STATES OF
AMERICA

Agent

MOFFAT & CO.
P.O. Box 2088, Station D
Ottawa
ONTARIO K1P5W3

Registered Owner

HOLDEN CORPORATION,
2800 WEST HIGGINS ROAD,
SUITE 235,

Index headings

VALUGUIDE
VALU GUIDE
VALUE

Goods (Nice class & Statement)

(1) Documentation to accompany consulting and related
training services in the field of improved selling

Services (Nice class & Statement)

techniques, namely: brochures, manuals, training guides
and workbooks.

Classification data

(1) Consulting and related training services in the field of
improved selling techniques.

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

16 - Paper and printed goods
41 - Education and entertainment

Used in CANADA since at least as early as December 07, 1994

Recordals (known also as Footnotes)

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

DATE RECORDED / DATE CONSIGNEE: 2002-09-19
DATE OF CHANGE / DATE DE CHANGEMENT: 2002-09-19
COMMENTS / COMMENTAIRES: BANK OF AMERICA TRUST AND
SAVINGS ASSOCIATION

Voir Preuve au dossier/See evidence on File No. 696186

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

DATE RECORDED / DATE CONSIGNEE: 2002-09-19
DATE OF CHANGE / DATE DE CHANGEMENT: 2002-09-19
COMMENTS / COMMENTAIRES: MERGER FROM: BANK OF
AMERICA TRUST AND SAVINGS ASSOCIATION TO: BANK OF
AMERICA, N.A.

Voir Preuve au dossier/See evidence on File No. 696186

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2002-09-19
DATE OF CHANGE / DATE DE CHANGEMENT: 2001-01-25
COMMENTS / COMMENTAIRES: FROM: HOLDEN CORPORATION,
TO: BANK OF AMERICA, N.A.

Voir Preuve au dossier/See evidence on File No. 696186

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

HOFFMAN ESTATES,
ILLINOIS 60195,
UNITED STATES OF
AMERICA

Old Owner

BANK OF AMERICA, N.A.
2800 HIGGINS ROAD, SUITE
235,
HOFFMAN ESTATES,
ILLINOIS 60195,
UNITED STATES OF
AMERICA

Documents

[View documents](#)

Action History

Action	Action date	Due date	Comments
Filed	1994-12-29		
Created	1994-12-29		
Formalized	1995-01-24		
Search Recorded	1995-03-07		
Correspondence Created	1995-03-31		
Approved	1995-08-22		
Advertised	1995-10-04		Vol.42 Issue 2136
Allowed	1995-12-29		
Allowance Notice Sent	1995-12-29	1996-06-29	
Registered	1996-02-09	2011-02-09	
Agent Name Changed	2000-07-04		
Rep for Service Name Changed	2000-07-04		
Security Interest Placed	2002-09-19		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 696186
Security Interest Amended	2002-09-19		Amended Security Agreement Placed on file / Voir Preuve au dossier /See evidence on File No. 696186
Change of Title Registered	2002-09-19		Assignment / Voir Preuve au dossier/See evidence on File No. 696186
Change of Title Registered	2002-09-19		Assignment / Voir Preuve au dossier/See evidence on File No. 696186
			Clerical correction / Voir

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2002-09-19
DATE OF CHANGE / DATE DE CHANGEMENT: 2001-01-25
COMMENTS / COMMENTAIRES: FROM: BANK OF AMERICA, N.A.
TO: Holden Corporation LLC

Voir Preuve au dossier/See evidence on File No. 696186

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Clerical Correction / Correction

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2003-01-23

DATE OF CHANGE / DATE DE CHANGEMENT: 2003-01-23

COMMENTS / COMMENTAIRES: TO CORRECT THE OWNER'S NAME FROM HOLDEN CORPORATION LLC TO READ HOLDEN LLC.

Voir Preuve au dossier/See evidence on File No. 696186

Owner Address Change / Changement d'adresse du propriétaire

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-06-15

Clerical Correction	2003-01-23		Preuve au dossier/See evidence on File No. 696186
Renewed	2011-02-09	2026-02-09	DP:2010/09/16 RD:2010/08/23 RR:CPA GLOBAL Liberation House Castle Stret, St Helier Jersey JE1 1BL Channel Islands
Rep for Service Name Changed	2016-02-25		
Agent Changed	2020-11-02		From: 8390 To: 6208 / Voir Preuve au dossier /See evidence on File No. 772012
Amendment to Registration	2023-06-15		Address/address
Pre-Assessment Letter Sent	2025-02-13		Nice Classification
Renewal Notice Sent	2026-02-26	2026-08-09	