

REWARDS RESULTS KNOWLEDGE — 0860278

Application number

0860278

Registration number

TMA516593

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

1997-10-30

Registered

1999-09-21

Registration Expiry Date

2029-09-21

Current owner

AIR MILES Loyalty Inc.
250 Yonge St, 5th Floor
Toronto,
ONTARIO M5B2L7

Agent

TORYS LLP
SUITE 3000
79 WELLINGTON ST. W.
BOX 270, TD CENTRE
TORONTO
ONTARIO M5K1N2

Registered Owner

LoyaltyOne, Co..
351 King Street East
Suite 200

Disclaimer text

The right to the exclusive use of the word REWARDS is disclaimed apart
from the trademark.

Index headings

REWARDS RESULTS KNOWLEDGE

Goods (Nice class & Statement)

(1) Posters, banners, brochures, pens, t-shirts, hats.
(2) Stickers, vouchers, magazines, newspapers,
periodicals; display stands for promotional materials;
promotional decals; cardboard, books; pencils, balloons,
kiosk displays; desk and office equipment, namely,
calculators, paper weights, staplers, desk pads, and
holders for pens, pencils and ink; leather wear, namely
jackets, overcoats and winter coats; jean wear, namely
pants, shorts, jackets, shirts and overalls, all made from
jean material; sweaters, dress shirts, sweatshirts, golf
shirts, socks, gloves; men's, women's and infant footwear,
namely, shoes, sandals and boots; watches; CD ROMs
and videotapes containing corporate information or
profiles; golf equipment, namely, balls, tees, bags, gloves,
putter covers, towels and umbrellas; sunglasses;
briefcases and luggage tags.

Services (Nice class & Statement)

Classification data

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

Used in
CANADA
since at least
as early as
July 31, 1997
on goods (1)
and on
services (1)

(1) Advertising and promotion of wares and services of
others; organization, operation and supervision of sales
and promotional incentive schemes; management
consultations; market research; database marketing
services, namely the provision of statistical analysis and
consultation regarding the use of databases in the
marketing of goods and services; database analysis;
provision of business to business and consumer programs
in which credits are accumulated and redeemed for
rewards; providing merchandising programs for others,
namely assisting in the preparation of point-of-sale
materials; customer relationship management; data-driven
business management; rewards management and
delivery; consulting, designing, implementing and
administrating incentive award programs for others;
computerized database management; data processing
services; printing production services; marketing services,
namely providing statistical information to businesses on
the purchasing patterns of consumers and other
businesses; travel agency services; business, consumer
and government research; business consulting services;
conducting business and market research surveys;
Internet support services, namely Internet information
services and webpage design; geographic information
services and consulting; decision support consulting; data
warehouse development and consulting services; data
mining consulting services; scientific and technical product

Toronto
ONTARIO M5A0L6

Applicant

LoyaltyOne, Co..
351 King Street East
Suite 200
Toronto
ONTARIO M5A0L6

Documents

[View documents](#)

Declaration of development and consulting for others; distribution and
Use filed development of computer hardware and software for
August 13, others; coalition marketing.
1999 on
goods (2) and
on services (2)(2) Printing and electronic distribution of flyers and
catalogues; Internet commerce services, namely online

Recordals (known also as Footnotes)

Security Agreement Placed on File / Accord de sécurité

inscrit au dossier

DATE

RECORDED /

DATE

CONSIGNEE:

1998-10-01

DATE OF

CHANGE /

DATE DE

CHANGEMENT

T: 1998-10-01

COMMENTS

/

COMMENTAI

RES:

MORGAN

GUARANTY

TRUST COMPANY

Voir Preuve au dossier/See evidence on File No. 745187

Owner Address Change / Changement d'adresse du propriétaire

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2008-03-13

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence
on File No. 1346315

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2008-08-22

DATE OF CHANGE / DATE DE CHANGEMENT: 2008-07-09

COMMENTS / COMMENTAIRES: FROM: LOYALTY MANAGEMENT
GROUP CANADA INC.

TO: LoyaltyOne, Inc.

Voir Preuve au dossier/See evidence on File No. 745187

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2013-12-18

DATE OF CHANGE / DATE DE CHANGEMENT: 2013-11-19

COMMENTS / COMMENTAIRES: FROM: LoyaltyOne, Inc.

TO: LoyaltyOne, Co..

Voir Preuve au dossier/See evidence on File No. 771044

Owner Address Change / Changement d'adresse du propriétaire

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2018-12-18

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence

on File No. 1340709

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-09-06

DATE OF CHANGE / DATE DE CHANGEMENT: 2023-06-01

COMMENTS / COMMENTAIRES: FROM: LoyaltyOne, Co..

TO: 14970144 Canada Inc.

Voir Preuve au dossier/See evidence on File No. 771044

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-09-06

DATE OF CHANGE / DATE DE CHANGEMENT: 2023-06-01

COMMENTS / COMMENTAIRES: FROM: 14970144 Canada Inc.

TO: AIR MILES Loyalty Inc.

Voir Preuve au dossier/See evidence on File No. 771044

Action History

Action	Action date	Due date	Comments
Filed	1997-10-30		
Created	1997-11-05		
Formalized	1997-11-06		
Search Recorded	1998-03-17		
Examiner's First Report	1998-05-05	1998-09-07	
Security Interest Placed	1998-10-01		Security Agreement Placed on File
Approved	1998-12-11		
Advertised	1999-01-20		Vol.45 Issue 2308
Allowed	1999-04-15		
Allowance Notice Sent	1999-04-15	2000-10-30	
Registered	1999-09-21	2014-09-21	
Agent Name Changed	2000-01-25		
Rep for Service Name Changed	2000-01-25		
Amendment to Registration	2008-03-13		Owner Address Change / Voir Preuve au dossier /See evidence on File No. 1346315
Amendment to Registration	2008-08-22		Name / Voir Preuve au dossier/See evidence on File No. 745187
Amendment to Registration	2013-12-18		Name / Voir Preuve au dossier/See evidence on File No. 771044
Renewed	2014-09-21	2029-09-21	DP:2014/04/29 RD:2014/04 /29 RR:(256) BLAKE, CASSELS & GRAYDON LLP
			Owner Address Change / Voir Preuve au dossier

Amendment to Registration	2018-12-18		/See evidence on File No. 1340709
Agent Changed	2022-11-15		From/De: 256 To/A:
Change of Title Registered	2023-09-06		Assignment / Voir Preuve au dossier/See evidence on File No. 771044
Amendment to Registration	2023-09-06		Name / Voir Preuve au dossier/See evidence on File No. 771044
Agent Changed	2023-12-29		From/De: To/A: 6258