

Application number

1129004

Registration number

TMA598433

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

2002-01-24

Registered

2003-12-31

Registration Expiry Date

2033-12-31

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

Index headings

DREAM METER
METRE

Services (Nice class & Statement)

Classification(1) Provision of information concerning the accumulation
data of points in an incentive program.

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 December 02, 2003

Recordals (known also as Footnotes)

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:

Toronto
ONTARIO M5A0L6

Applicant

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

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

Documents

[View documents](#)

Action History

Action	Action date	Due date	Comments
Filed	2002-01-24		
Created	2002-01-30		
Formalized	2002-02-18		
Search Recorded	2003-02-11		
Approved	2003-02-20		
Advertised	2003-04-09		Vol.50 Issue 2528
Allowed	2003-06-27		
Allowance Notice Sent	2003-06-27	2005-01-24	
Registered	2003-12-31	2018-12-31	
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
Amendment to Registration	2018-12-18		Owner Address Change / Voir Preuve au dossier /See evidence on File No. 1340709
Renewed	2018-12-31	2033-12-31	DP:2018/11/27 RD:2018/11 /27 RR:(256) BLAKE, CASSELS & GRAYDON LLP
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