

**ALLURE BRIDALS — 1157316**

**Application number**

1157316

**Registration number**

TMA610573

**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**

2002-10-29

**Registered**

2004-05-18

**Registration Expiry Date**

2034-05-18

**Current owner**

ALLURE BRIDALS, INC.  
3190 New Brunswick Road  
Bartlett, Tennessee 38133  
UNITED STATES OF  
AMERICA

**Agent**

GOWLING WLG (CANADA)  
LLP  
SUITE 2600, 160 ELGIN  
STREET  
OTTAWA  
ONTARIO K1P1C3

**Registered Owner**

James Kelly Crum  
7601 Highway 64

**Disclaimer text**

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

**Index headings**

ALLURE BRIDALS

**Goods (Nice class & Statement)**

(1) Gowns and dresses.

**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.

25 - Clothing, footwear, headgear

**Claims**

Used in CANADA since at least as early as April 2002

**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: 2014-11-21

DATE OF CHANGE / DATE DE CHANGEMENT: 2014-10-02

COMMENTS / COMMENTAIRES: FROM: James Kelly Crum

TO: ALLURE BRIDALS, INC.

Voir Preuve au dossier/See evidence on File No. 1157316

Memphis, Tennessee 38133  
UNITED STATES OF  
AMERICA

### Applicant

James Kelly Crum  
7601 Highway 64  
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AMERICA

### Documents

[View documents](#)

### Action History

Action	Action date	Due date	Comments
Filed	2002-10-29		
Created	2002-11-05		
Formalized	2002-11-21		
Search Recorded	2003-07-30		
Examiner's First Report	2003-07-30	2003-11-30	
Extension of Time	2003-12-05	2004-05-30	Request Letter Date: 2003 /12/01
Approved	2003-12-30		
Advertised	2004-01-28		Vol.50 Issue 2570
Allowed	2004-04-16		
Allowance Notice Sent	2004-04-16	2004-10-16	
Registered	2004-05-18	2019-05-18	
Change of Title Registered	2014-11-21		Assignment / Voir Preuve au dossier/See evidence on File No. 1157316
Rep for Service Name Changed	2016-02-25		
Nice Classification Courtesy Letter Sent	2018-10-12		
Renewed	2019-05-18	2034-05-18	DP:2018/11/01 RD:2018 /11/01 RR:Gowling WLG (Canada) LLP Gowling WLG (Canada) LLP 160 Elgin Street Ottawa, Ontario K1P1C3 Canada