

BE because you're worth it — 1421290

Application number

1421290

Registration number

TMA761875

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

2008-12-10

Registered

2010-03-17

Registration Expiry Date

2035-03-17

Registered Owner

L'ORÉAL CANADA INC.
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Documents

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Index headings

BE BECAUSE YOU'RE WORTH IT

Goods (Nice class & Statement)

16 (1) Magazines et circulaires.

Services (Nice class & Statement)

41 (1) Edition et distribution de bulletins d'informations
électroniques.

Claims

Declaration of Use filed March 17, 2010

Action History

Action	Action date	Due date	Comments
Filed	2008-12-10		
Created	2008-12-11		
Formalized	2008-12-15		
Search Recorded	2009-08-04		
Approval Notice Sent	2009-08-04	2009-09-01	
Approved	2009-09-24		APPROVED BY PROGRAM EX200M1
Advertised	2009-09-30		Vol.56 Issue 2866
Allowed	2010-01-15		
Allowance Notice Sent	2010-01-15	2011-12-10	
Registered	2010-03-17	2025-03-17	
Rep for Service Changed	2018-03-08		From: 4779 To: 7179 / Voir Preuve au dossier/See evidence on File No. 257563
Rep for Service Changed	2018-03-16		From: 7179 To: 12394 / Voir Preuve au dossier/See evidence on File No. 1421290
Requirement to Furnish Statement Under Subsection 44.1(1) Sent	2024-11-25	2025-05-25	
Renewed	2025-03-17	2035-03-17	DP:2024/11/20 RD:2024/11 /20 RR:Claudia Matei rue des Bruyères, L-1274 Luxembourg Luxembourg L-1274 Luxembourg
Nice Class(es) Acceptance Letter Sent	2025-03-27		
Adjusted Renewal Fee Notice Sent	2025-03-27	2025-09-17	Additional Classes:1
Adjusted Renewal Fee Received	2025-04-22		