

GENACTIV — 1520305

Application number

1520305

Registration number

TMA819906

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

2011-03-22

Registered

2012-03-15

Registration Expiry Date

2027-03-15

Registered Owner

L'OREAL
14, rue Royale
75008 Paris
FRANCE

Agent

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800 rue du Square Victoria,
bureau 3500
Montréal,
QUEBEC H4Z1E9

Documents

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Action History

Index headings

GENACTIV
GEN ACTIV
ACTIVE

Goods (Nice class & Statement)

(1) Cosmétiques nommément crèmes, laits, lotions, gels
et poudres pour le visage, le corps et les mains.

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 3 - Bleaching, cleaning preparations and non-medicated
cosmetics

Employée au CANADA depuis au moins aussi tôt que janvier 2011

Recordals (known also as Footnotes)

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2026-03-26
DATE OF CHANGE / DATE DE CHANGEMENT: 2026-03-26
COMMENTS / COMMENTAIRES: FROM: L'OREAL
société anonyme
TO: L'OREAL

Voir Preuve au dossier/See evidence on File No. 1395325

Action	Action date	Due date	Comments
Filed	2011-03-22		
Created	2011-03-23		
Formalized	2011-03-24		
Agent Changed	2011-05-30		From: 5667 To: 5153
Rep for Service Changed	2011-05-30		From: 5667 To: 5153
Agent Name Changed	2011-05-31		
Rep for Service Name Changed	2011-05-31		
Search Recorded	2011-09-06		
Approval Notice Sent	2011-09-06	2011-10-04	
Approved	2011-10-27		APPROVED BY PROGRAM EX200M1
Advertised	2011-11-02		Vol.58 Issue 2975
Agent Name Changed	2012-01-04		
Rep for Service Name Changed	2012-01-04		
Allowed	2012-02-17		
Allowance Notice Sent	2012-02-17	2012-08-17	
Registered	2012-03-15	2027-03-15	
Rep for Service Name Changed	2013-05-29		
Rep for Service Name Changed	2013-05-29		
Rep for Service Name Changed	2013-06-03		
Rep for Service Name Changed	2013-06-03		
Rep for Service Name Changed	2013-06-27		
Rep for Service Changed	2018-04-06		From: 5153 To: 12394 / Voir Preuve au dossier/See evidence on File No. 1588975
Pre-Assessment Letter Sent	2026-03-19		Classification de Nice
Amendment to Registration	2026-03-26		Name / Voir Preuve au dossier/See evidence on File No. 1395325