

DICK'S SPORTING GOODS — 1526050

Application number

1526050

Registration number

TMA976138

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

2011-05-03

Registered

2017-07-19

Registration Expiry Date

2032-07-19

Registered Owner

American Sports Licensing,
LLC
345 Court Street
Coraopolis, PA 15108
UNITED STATES OF
AMERICA

Agent

NORTON ROSE FULBRIGHT
CANADA LLP/S.E.N.C.R.L.,S.
R.L.
1800 - 510 West Georgia
Street
Vancouver
BRITISH COLUMBIA V6B0M3

Old Owner

Index headings

DICK'S SPORTING GOODS

Services (Nice class & Statement)

Classification data (1) Promoting goods and services through the distribution of discount cards and through customer loyalty programs.

Disclaimer

(2) Retail store services.

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

Made known in CANADA since at least as early as 1996 on services (2)
Used in CANADA since at least as early as 2002 on services (1)

American Sports Licensing,
 Inc.
 1011 Centre Road
 Suite 339
 Wilmington, Delaware, 19805
 UNITED STATES OF
 AMERICA

Documents

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Action History

| Action | Action date | Due date | Comments |
|--------------------------|-------------|------------|---|
| Filed | 2011-05-03 | | |
| Created | 2011-05-04 | | |
| Formalized | 2011-05-05 | | |
| Search Recorded | 2011-10-31 | | |
| Approval Notice Sent | 2011-11-08 | 2011-12-06 | |
| Approved | 2011-12-29 | | APPROVED BY PROGRAM EX200M1 |
| Advertised | 2012-01-04 | | Vol.59 Issue 2984 |
| Allowed | 2012-04-20 | | |
| Allowance Notice Sent | 2012-04-20 | 2014-05-03 | |
| Extension of Time | 2014-05-05 | 2014-11-03 | Request Letter Date: 2014 /04/28 |
| Extension of Time | 2014-10-20 | 2015-05-03 | Request Letter Date: 2014 /10/15 |
| Rep for Service Changed | 2015-02-16 | | From: 32 To: 6146 / Voir Preuve au dossier/See evidence on File No. 326647 |
| Agent Changed | 2015-02-16 | | From: 32 To: 29 / Voir Preuve au dossier/See evidence on File No. 326647 |
| Amendment to Application | 2015-02-16 | | Owner Address Change / Voir Preuve au dossier /See evidence on File No. 326647 |
| Rep for Service Changed | 2015-02-23 | | From: 6146 To: 32 / Voir Preuve au dossier/See evidence on File No. 326647 |
| Agent Changed | 2015-02-23 | | From: 29 To: 32 / Voir Preuve au dossier/See evidence on File No. 326647 |
| | | | Owner Address Change / Voir Preuve au dossier |

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|------------------------------|------------|------------|---|
| Amendment to Application | 2015-02-23 | | /See evidence on File No. 326647 |
| Extension of Time | 2015-04-20 | 2015-11-03 | Request Letter Date: 2015 /04/13 |
| Extension of Time | 2015-11-06 | 2016-05-03 | Request Letter Date: 2015 /11/02 |
| Agent Name Changed | 2016-02-25 | | |
| Rep for Service Name Changed | 2016-02-25 | | |
| Extension of Time | 2016-04-26 | 2016-11-03 | Request Letter Date: 2016 /04/13 |
| Extension of Time | 2016-11-03 | 2017-05-03 | Request Letter Date: 2016 /10/27 |
| Amendment to Application | 2016-11-14 | | Merger and address / Voir Preuve au dossier/See evidence on File No. 111076 |
| Correspondence Created | 2017-05-24 | 2017-07-03 | |
| Registered | 2017-07-19 | 2032-07-19 | |
| Agent Changed | 2025-05-02 | | From/De: 32 To/A: 2668 |