

**Application number**

1566669

**Registration number**

TMA906871

**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**

2012-03-01

**Registered**

2015-06-19

**Registration Expiry Date**

2030-06-19

**Registered Owner**

SMITTEN CREATIVE  
BOUTIQUE INC.  
369 Eglinton Avenue West  
2nd Floor  
Toronto  
ONTARIO M5N1A3

**Documents**

[View documents](#)

**Index headings**

SMITTEN CREATIVE BOUTIQUE

**Goods (Nice class & Statement)**

- (1) Baby bibs, blankets, small toys.
- (2) Clothing, namely, athletic clothing, sleepwear, baby clothing, children's clothing.
- (3) Clothing, namely, scarves, mittens, gloves, headwear and headgear, namely, hats, caps, tuques and headbands, casual footwear.
- (4) Tote bags, plastic bags, paper bags, canvas bags.
- (5) Books, namely, children's books, note books, address books, appointment books, sketchbooks, journals, personal organizers, calendars; home and small office supplies, namely storage containers, storage folders, stationery organizers, writing utensils, writing sets, letter openers, picture albums, arts and crafts kits, file organizers, file folders, filing tags and files, luggage tags, boxed note cards.
- (6) Gift tags, adhesive labels.
- (7) Gift wrap and paper packaging materials, ribbons.
- (8) Note cards stationery, note cards; self-adhesive notes.
- (9) Stationery, namely, envelopes, paper, business cards, letterhead, business forms, labels, postcards; office specialties, namely, writing paper, postcards, envelopes; social stationery, namely, invitations cards, thank you cards, writing paper and envelopes, greeting cards, place cards, announcement cards; correspondence cards.
- (10) Party planning essentials, namely, planning guides, storage boxes; paper, fabric, plastic, acrylic, glass and porcelain party and holiday decorations and ornaments.
- (11) Portfolio folders, envelopes, file folders, tab dividers.
- (12) Electronic publications, namely, general interest magazines, periodicals, books; mobile phone, cellular phone and tablet computer software for downloading, uploading, purchasing, programming, transmitting, receiving, viewing, accessing, searching for, sharing, storing and organizing text and images for personal event planning and gift selections.
- (13) Electronic newsletters, brochures.
- (14) Printed matter, namely, signs.
- (15) Printed matter produced for others, namely, information sheets, corporate overview summaries.
- (16) Printed matter, namely, training manuals, user guides and instruction manuals in the fields of public relations, marketing, advertising, event planning and gifting, reports, newsletters, photographs and prints.
- (17) Promotional materials, namely, calendars, memo pads, coffee mugs, umbrellas, water bottles, golf balls, mouse pads, tote bags, removable computer memory cards, travel mugs, luggage tags, business card holders, memo pad holders, decals and stickers, bookmarks, notepads, CD/DVD cases, protective covers and cases for

laptops, tablet computers and portable media players, key chains, key tags, bottle openers, beach towels, aprons; printed publications, namely, programs, schedules, magazines and books.

(18) Food products, namely baked goods, namely, pastries, cakes, cookies and chocolates.

### Services (Nice class & Statement)

**Classification data** (1) Providing online journals, namely, blogs and newsletters, in the field of public relations, event planning and gift services.

### 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.

(2) Merchandising services, namely, creation of promotional materials and gifts for third parties; packaging promotional materials and gifts.

(3) Organizing and presenting seminars in association with the promotion and display of products, services and goods of third parties for marketing, advertising, and public relations purposes.

(4) Public relations services; publicity personnel management services; public and media relation services, namely research and planning services determining the suitability of information to be distributed to the public through the media; media training services.

(5) Event planning and management, namely, the production, organization, programming of content and hosting of live events, namely business, promotional and entertainment events, meetings, conferences, round tables, seminars, receptions, social and charitable functions, trade shows, shows, seminars in association with promoting and publicizing third parties' businesses, products and services; developing promotional campaigns for others.

### Claims

Used in CANADA since at least as early as November 2010 on goods (3) and on services (12)

Used in CANADA since at least as early as May 2009 on goods (6), (9)

Used in CANADA since at least as early as March 2008 on goods (8)

(6) Marketing services, namely, market analysis services; consulting services, namely providing marketing strategies for others; designing, printing, collecting and presenting marketing information; brand creation services; brand design services; graphic art design; corporate identity design services; marketing businesses, products and services, by means of presentations, exhibitions, public relations/press activities and campaigns, and developing and creating social media marketing strategies for businesses and online/internet campaigns; publicity services, namely, preparation, publication and distribution of publicity material; advisory services relating to publicity.

(7) Promotional services, namely, promoting goods and services by arranging for sponsors to affiliate goods and

Used in CANADA since at least as early as May 2008 on goods (13) and on services (1), (11)

Used in CANADA since at least as early as September 2011 on goods (14)

Used in CANADA since at least as early as January 2007 on goods (15) and on services (2), (3),(9),(10)

Used in CANADA since at least as early as January 2010 on goods (16)

Used in CANADA since at least as early as December 2006 on services (4), (5),(6),(7),(8)

Declaration of Use filed June 19, 2015 on goods (1), (2), (4), (5), (7), (10), (11), (12), (17), (18) and on services (13)

services with conferences, roundtables, seminars, customer specific events and trade shows; promoting the wares and services of others by arranging of demonstrations, displays, exhibitions, festivals, and presentation of goods and services for advertising and promotional purposes; sample distribution; developing promotional campaigns for businesses of others; presentation and display of products and services on behalf of third parties.

(8) Advertising services, namely, advisory and planning services relating to advertising, purchasing advertising for others, advertising the goods and services of others, copy-writing and editing services for marketing and advertising purposes, design of advertising logos and advertising materials, namely, posters, postcards, packaging design, decals, invitations, tickets for events, brochure design; preparing advertisements for others; production of radio, television and internet recordings for advertising and marketing purposes for others; dissemination of advertising material and advertisements through leaflets, prospectus, printed matter and samples for others; placing advertisements for others.

(9) Installation and erection of stands for conferences, trade shows and exhibitions; floor design and interior design services relating to exhibitions, conferences and trade shows; personal shopping for others; design of exhibition stands and displays; design services of display cabinets, display counters and exhibition stands for exhibitions and for presentation and promotion of the wares and services of others; arranging for the booking of venues for others for their promotional and advertising purposes.

(10) Education and training services, namely, conducting seminars and workshops in the field of public relations, marketing and advertising.

(11) Information, consultancy and advisory services in relation to marketing, advertising, public relations, event planning, business branding, and gift services for others.

(12) Production, design, hosting and recording of commercials, visual presentations and promotional videos for others and the dissemination of these recordings via radio, television, podcasts and internet.

(13) Online retail store services featuring baby bibs, blankets, small toys, clothing, namely, sleepwear, baby clothing, children's clothing, scarves, mittens, gloves, headwear and headgear, namely, hats, caps, tuques and headbands, tote bags, plastic bags, paper bags, canvas

bags, books, namely, children's books, note books, address books, appointment books, sketchbooks, journals, personal organizers, calendars, home and small office supplies, namely storage containers, storage folders, stationery organizers, writing utensils, writing sets, letter openers, picture albums, arts and crafts kits, file organizers, file folders, filing tags and files, luggage tags, boxed note card, gift tags, adhesive labels, gift wrap and paper packaging materials, ribbons, note cards stationery, note cards, self-adhesive notes, stationery, namely, envelopes, paper, office specialties, namely, writing paper, postcards, envelopes, social stationery namely, invitations cards, thank you cards, writing paper and envelopes, greeting cards, place cards, announcements cards, correspondence cards, party planning essentials, namely, planning guides, storage boxes, paper, fabric, plastic, acrylic, glass and porcelain party and holiday decorations and ornaments, portfolio folders, envelopes, file folders, tab dividers, electronic publications, namely, general interest magazines, periodicals, books, training manuals, user guides and instruction manuals in the fields of public relations, marketing, advertising, event planning and gifting, photographs and prints, promotional materials, namely, calendars, memo pads, coffee mugs, umbrellas, water bottles, golf balls, mouse pads, tote bags, removable computer memory cards, travel mugs, luggage tags, business card holders, memo pad holders, decals and stickers, bookmarks, notepads, protective covers and cases for mobile phones, smart phones, cellular phones, laptops, tablet computers, key chains, key tags, bottle openers, beach towels, aprons, printed publications, namely, magazines and books, food products, namely, baked goods, namely, pastries, cakes, cookies and chocolates.

- 9 - Electrical, scientific and teaching apparatus and software
- 14 - Precious and semi-precious metals, and jewellery
- 16 - Paper and printed goods
- 18 - Leather and artificial leather goods
- 20 - Furniture, mirrors, articles not included in other classes
- 21 - Household goods and glass
- 24 - Textiles and textile goods
- 25 - Clothing, footwear, headgear
- 28 - Games, toys and playthings, sporting articles
- 30 - Staple foods
- 35 - Advertising, marketing, promotional and business
- 37 - Building construction and repair
- 39 - Transportation and storage
- 40 - Treatment of materials
- 41 - Education and entertainment
- 42 - Computer and scientific
- 45 - Personal and legal

### Action History

Action	Action date	Due date	Comments

Filed	2012-03-01		
Created	2012-03-02		
Formalized	2012-03-06		
Search Recorded	2012-10-16		
Examiner's First Report	2012-10-16	2013-04-16	
Extension of Time	2013-04-23	2013-10-16	Request Letter Date: 2013 /04/16
Correspondence Created	2013-09-18	2014-03-18	
Approval Notice Sent	2014-07-03	2014-07-31	
Approved	2014-08-21		APPROVED BY PROGRAM EX200M1
Advertised	2014-09-03		Vol.61 Issue 3123
Allowed	2014-12-19		
Allowance Notice Sent	2014-12-19	2015-06-19	
Registered	2015-06-19	2030-06-19	