

Application number

1600990

Registration number

TMA871379

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

2012-11-02

Registered

2014-02-14

Registration Expiry Date

2029-02-14

Current owner

AIR MILES Loyalty Inc.
250 Yonge St, 5th Floor
Toronto,
ONTARIO M5B2L7

Agent

TORYS LLP
SUITE 3000
79 WELLINGTON ST. W.
BOX 270, TD CENTRE
TORONTO
ONTARIO M5K1N2

Registered Owner

LoyaltyOne, Co..
351 King Street East
Suite 200

Index headings

SQUAREKNOT
SQUARE KNOT

Services (Nice class & Statement)

Classification data (1) Business management consulting services; marketing consulting services, namely providing marketing and brand strategies to others; creative agency services,

Disclaimer namely advertising agency services, marketing and direct mail consulting services, creating corporate and brand identity and concepts for others; business, consumer and market research and analysis; creative marketing design services featuring creation of print, outdoor and interactive forms of advertising, direct marketing, promotional and point-of-sale communications.

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

Declaration of Use filed February 07, 2014

Recordals (known also as Footnotes)

Owner Address Change / Changement d'adresse du propriétaire

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2018-12-18
COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 1340709

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-09-06
DATE OF CHANGE / DATE DE CHANGEMENT: 2023-06-01
COMMENTS / COMMENTAIRES: FROM: LoyaltyOne, Co..
TO: 14970144 Canada Inc.

Voir Preuve au dossier/See evidence on File No. 771044

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-09-06
DATE OF CHANGE / DATE DE CHANGEMENT: 2023-06-01
COMMENTS / COMMENTAIRES: FROM: 14970144 Canada Inc.
TO: AIR MILES Loyalty Inc.

Voir Preuve au dossier/See evidence on File No. 771044

Toronto
ONTARIO M5A0L6

Applicant

LoyaltyOne, Co..
351 King Street East
Suite 200
Toronto
ONTARIO M5A0L6

Documents

[View documents](#)

Action History

Action	Action date	Due date	Comments
Filed	2012-11-02		
Created	2012-11-05		
Formalized	2012-11-07		
Search Recorded	2013-05-06		
Approval Notice Sent	2013-05-15	2013-06-12	
Approved	2013-07-04		APPROVED BY PROGRAM EX200M1
Advertised	2013-07-10		Vol.60 Issue 3063
Proposed Opposition	2013-09-17		Proposed Opposition Filed by receiving mail.
Opposition Removed	2013-12-04		Case Closed - Opponent Withdraws 91
Allowed	2013-12-06		
Allowance Notice Sent	2013-12-06	2015-11-02	
Amendment to Application	2013-12-18		Name / Voir Preuve au dossier/See evidence on File No. 771044
Registered	2014-02-14	2029-02-14	
Amendment to Registration	2018-12-18		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 1340709
Agent Changed	2022-11-15		From/De: 256 To/A:
Change of Title Registered	2023-09-06		Assignment / Voir Preuve au dossier/See evidence on File No. 771044
Amendment to Registration	2023-09-06		Name / Voir Preuve au dossier/See evidence on File No. 771044
Agent Changed	2023-12-29		From/De: To/A: 6258

Opposition History

Case # 1 : Square Inc. - Closed**General Actions - Opposition**

Action	Action date	Due date
Case Closed - Opponent Withdraws	2013-12-04	

Statement of Opposition

Action	Action date	Due date
Extension of Time Granted to Opponent	2013-09-17	
Deadline to File S/O	2013-09-17	2013-12-10