

PEOPLES OUTLET THE DIAMOND STORE & Design — 1618797

Application number

1618797

Registration number

TMA965865

Type(s)

Design

Category

Trademark

CIPO Status

REGISTERED

TM5 status

LIVE/REGISTRATION/Issued
and Active



The trademark application has
been registered with the Office.

Filed

2013-03-18

Registered

2017-03-16

Registration Expiry Date

2032-03-16

Registered Owner

Zale Canada Co.
900-1959 Upper Water Street
Halifax
NOVA SCOTIA B3J3N2

Agent

DECODE LEGAL
200-38 Auriga Drive
Ottawa
ONTARIO K2E8A5

Documents

[View documents](#)

Action History

Index headings

PEOPLES OUTLET THE DIAMOND STORE
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Vienna information (Code & Description)

24.9.3	Stylized or fanciful crowns
A 24.9.5	One crown
A 24.9.14	Crowns accompanied by a letter, monogram or numeral(s)
26.4.3	Rhombs or squares standing on one of the corners thereof
26.4.9	Several quadrilaterals juxtaposed, joined or intersecting
26.11.1	One line or one band
A 26.11.8	Horizontal lines or bands
A 26.11.10	Straight lines or bands
27.5.1	Letters presenting a special form of writing
A 27.5.11	Letters underlined, overlined, framed or barred by one or more strokes

Services (Nice class & Statement)

Classification (1) Operation of a jewellery store.
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.

35 - Advertising, marketing, promotional and business

Claims

Declaration of Use filed March 16, 2017

Recordals (known also as Footnotes)

Security Agreement Placed on File / Accord de sécurité inscrit au dossier

DATE RECORDED / DATE CONSIGNEE: 2019-10-23

DATE OF CHANGE / DATE DE CHANGEMENT: 2019-10-23

COMMENTS / COMMENTAIRES: Bank of America, N.A. as Collateral Agent

Voir Preuve au dossier/See evidence on File No. 1787359

Owner Address Change / Changement d'adresse du propriétaire

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2025-06-04

Action	Action date	Due date	Comments
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Filed	2013-03-18		
Created	2013-03-19		
Formalized	2013-03-25		
Search Recorded	2013-11-08		
Approval Notice Sent	2013-11-19	2013-12-17	Approval notice declared void on 2013/11/19
Approval Notice Sent	2014-02-19	2014-03-19	
Approved	2014-04-10		APPROVED BY PROGRAM EX200M1
Advertised	2014-04-30		Vol.61 Issue 3105
Allowed	2014-08-15		
Allowance Notice Sent	2014-08-15	2016-03-18	
Extension of Time	2016-03-09	2016-09-18	Request Letter Date: 2016 /03/03
Rep for Service Changed	2016-04-27		From: 256 To: 10798 / Voir Preuve au dossier/See evidence on File No. 1618797
Agent Changed	2016-04-27		From: 256 To: 10798 / Voir Preuve au dossier/See evidence on File No. 1618797
Extension of Time	2016-08-25	2017-03-18	Online Request Date: 2016 /08/25
Registered	2017-03-16	2032-03-16	
Agent Changed	2019-06-20		From: 10798 To: 23204 / Voir Preuve au dossier/See evidence on File No. 1260932
Security Interest Placed	2019-10-23		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 1787359
Amendment to Registration	2025-06-04		Address/address
Agent Changed	2026-03-13		From: 23204 To: 23536