

Application number

1624523

Registration number

TMA945003

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

2013-04-29

Registered

2016-08-03

Registration Expiry Date

2031-08-03

Current owner

Yahoo Inc.
11955 Democracy Dr.
14th Floor
Reston, VA 20190
UNITED STATES OF AMERICA

Agent

SMART & BIGGAR LP
Scotia Plaza, 40 King Street West
40th Floor
Toronto
ONTARIO M5H3Y2

Registered Owner

Yahoo! Inc.

Index headings

SMARTVIEW
SMART VIEW

Services (Nice class & Statement)

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

Used in CANADA since at least as early as October 31, 2012 on services (1), (2),(3) Priority Filing Date: October 31, 2012, Country or Office: UNITED STATES OF AMERICA, Application No. 85/768, 382 in association

(1) Advertising services, namely advertising the wares and services of others; online advertising network, namely, advertising services involving the aggregation of ad space supply from publishers, matching it with advertiser demand, assessing value through auction services, and administering transactions involving funds from advertisers over a global computer network; online advertising and marketing services for others; providing advertising consultation services for others; dissemination of advertising for others via a global computer network; advertising services, namely promoting the brands, goods and services of others; advertising services, namely advertising campaign management, targeting, implementation and optimization services for others; marketing research, namely, advertising campaign and consumer preferences research and analysis for others; promoting the goods and services of others by means of distributing video advertising on the Internet on computers and cell phones, smart phones, tablets and portable computers; advertising services, namely, scheduling , tracking, and reporting advertising for others; preparation and realization of media and advertising plans and concepts for others; ad serving, namely placing advertisements on websites for others; advertising services, namely, targeting and optimization of online advertising for others; business consulting services in the field of advertising; providing consulting services in the field of facilitating the planning, buying, and selling of media; planning, design, development, maintenance, tracking and reporting of online marketing activities for third parties; business information management, namely, reporting of business information and business analytics in the fields of advertising and marketing; dissemination of advertising for others via public and private wireless networks for display on cell phones, smart phones, tablets and portable computers.

(2) Financial services, namely providing financial valuation services regarding advertising of others; financial valuation of video advertising inventory; financial valuation services.

(3) Broadcasting services, namely, advertising programs and media advertenting that promote the brands, goods and services of others, all via digital communications networks; communication services, namely, transmission of voice, audio, visual images and machine readable instructional

701 First Avenue
Sunnyvale, California 94089
UNITED STATES OF
AMERICA

Applicant

BrightRoll, Inc.
343 Sansome Street
Suite 600
San Francisco, California,
94104
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Old Owner

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Old Owner

BrightRoll, Inc.
343 Sansome Street
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Documents

[View documents](#)

with the same data, all pertaining to promoting the brands, goods and
kind of services of others, by telecommunications networks,
services (1) wireless communication networks, the Internet,
Priority Filing information services networks and data networks.
Date: October
31, 2012,
Country or Office: (4) Online video ad-buying platform provider, namely,
UNITED STATES OF AMERICA, providing non-downloadable software programs for
Application purchase and sell video advertising inventory; platform as
No. 85/768, a service (PAAS) services featuring computer software
386 in platforms for use in purchasing and disseminating
association advertising; application services provider (ASP) featuring
with the same optimizing, targeting , analyzing, delivery, and reporting of
kind of online advertising and marketing; application service
services (2) provider (ASP) featuring software for use in designing and
Priority Filing managing online video advertising and marketing
Date: October campaigns.
31, 2012, 35 - Advertising, marketing, promotional and business
Country or Office: 36 - Insurance and financial
UNITED STATES OF AMERICA, 38 - Telecommunications
Application No. 85/768,389 in association with the same kind
of services (3) 41 - Education and entertainment
Priority Filing Date: October 31, 2012, Country or Office: UNITED
STATES OF AMERICA, Application No. 85/768,393 in association with
the same kind of services (4) 42 - Computer and scientific
Declaration of Use filed August 03, 2016 on services (4)

Recordals (known also as Footnotes)

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2017-10-06
DATE OF CHANGE / DATE DE CHANGEMENT: 2017-06-13
COMMENTS / COMMENTAIRES: FROM: Yahoo! Inc.
TO: Yahoo Holdings, Inc.

Voir Preuve au dossier/See evidence on File No. 1695790

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2018-04-17
DATE OF CHANGE / DATE DE CHANGEMENT: 2017-12-31
COMMENTS / COMMENTAIRES: FROM: Yahoo Holdings, Inc.
TO: OATH INC.

Nunc Pro Tunc: 2018/01/26

Voir Preuve au dossier/See evidence on File No. 1695790

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name and Address /
Nom et adresse
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-02-24
DATE OF CHANGE / DATE DE CHANGEMENT: 2021-11-01
COMMENTS / COMMENTAIRES: FROM/DE: OATH INC.
TO/A: Yahoo Inc.

Action History

Action	Action date	Due date	Comments
Filed	2013-04-29		
Created	2013-04-30		
Formalized	2013-04-30		
Search Recorded	2014-01-14		
Examiner's First Report	2014-01-24	2014-07-24	
Extension of Time	2014-07-07	2015-01-24	Request Letter Date: 2014 /06/25
Correspondence Created	2015-01-22	2015-07-22	
Amendment to Application	2015-05-07		Merger / Voir Preuve au dossier/See evidence on File No. 1580202
Agent Changed	2015-05-07		From: 8035 To: 7988 / Voir Preuve au dossier /See evidence on File No. 1580202
Rep for Service Changed	2015-05-07		From: 8035 To: 7988 / Voir Preuve au dossier /See evidence on File No. 1580202
Change of Title Registered	2015-05-07		Assignment / Voir Preuve au dossier/See evidence on File No. 1580202
Approval Notice Sent	2015-09-04	2015-10-02	
Approved	2015-10-22		APPROVED BY PROGRAM EX200M1
Advertised	2015-11-11		Vol.62 Issue 3185
Allowed	2016-02-26		
Allowance Notice Sent	2016-02-26	2016-08-26	
Registered	2016-08-03	2031-08-03	
Change of Title Registered	2017-10-06		Assignment / Voir Preuve au dossier/See evidence on File No. 1695790
Change of Title Registered	2018-04-17		Assignment / Voir Preuve au dossier/See evidence on File No. 1695790
Agent Changed	2023-02-21		From/De: 7988 To/A: 12
Amendment to Registration	2023-02-24		Name and Address/Nom et address
Agent Changed	2026-04-21		Transferred From: 12 To: 59