

## ASCENSION — 1640470

### Application number

1640470

### Registration number

TMA1049064

### Type(s)

Word

### Category

Trademark

### CIPO Status

EXPUNGED

### TM5 status

DEAD/REGISTRATION/  
Cancelled/Invalidated



The trademark application was registered, but subsequently it was cancelled or invalidated and removed from the registry.

### Filed

2013-08-22

### Inactivated

2024-09-02

### Registered Owner

Ascension Health Alliance  
101 S. Hanley Road  
Suite 450  
St. Louis, Missouri 63105  
UNITED STATES OF  
AMERICA

### Agent

GOWLING WLG (CANADA)  
LLP  
SUITE 2600, 160 ELGIN  
STREET  
OTTAWA  
ONTARIO K1P1C3

### S45 REQUESTER (CLOSED)

DLA Piper (Canada) LLP

### Index headings

ASCENSION

### Goods (Nice class & Statement)

(1) Printed materials, namely, comic books, printed instructional cards, articles, memoranda, research papers, newsletters, brochures, and course materials, namely, course notes, handouts, case study exercises and presentation materials, fact sheets, reports and manuals, and books, in the field of emergency preparedness; printed materials, namely, printed instructional cards, articles, memoranda, research papers, newsletters, brochures, and course materials, namely, course notes, handouts, case study exercises and presentation materials, fact sheets, reports and manuals, and books in the field of workforce management; educational publications, namely, instructional cards, articles, memoranda, research papers, newsletters, brochures, and course materials, namely, course notes, handouts, case study exercises and presentation materials, fact sheets, reports and manuals, and books in the fields of health and healthcare management.

### Services (Nice class & Statement)

(1) Promoting public awareness of the need for emergency preparedness; management and operation of hospitals, medical clinics, nursing homes, acute care facilities, long-term care facilities, wellness centers providing health services designed to treat the whole person in mind, spirit and body such as health screenings, massage therapy services, chiropractic services, nutritional and weight management counselling, smoking cessation counseling, congregate care facilities, namely, housing facilities featuring private living quarters and centralized dining services, shared living spaces, and access to social and recreational activities, and assisted living facilities, outpatient surgery centers, urgent care centers, medical imaging centers, cancer centers, physical rehabilitation centers, pharmacies, medical clinics, physical therapy clinics, convalescent centers, heart centers, home healthcare, and hospice care centers; association services, namely, promoting the interests of medical patients and access to and growth of the healthcare industry by means of written submissions to government, court interventions, organizing petitions and letter-writing campaigns, and by the publication and distribution of information by means of printed reports, articles, newsletters, and through a global computer network, and by communicating the views and objectives of medical patients and medical professionals to the public, all levels of government, interest groups and to the media; promoting public awareness of research and policy developments in the field of healthcare, access to healthcare coverage for all, healthcare reform, health,

### 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

Priority Filing  
Date: April 30, 2013,  
Country or Office:  
UNITED STATES OF AMERICA,  
Application No. 85/919, 368 in association with the same kind of goods and in

Suite 2700, The Stack, 1133  
Melville St  
Vancouver  
BRITISH COLUMBIA  
V6E4E5

**Agent**

DLA PIPER (CANADA) LLP  
Suite 2700, The Stack  
1133 Melville St  
Vancouver  
BRITISH COLUMBIA  
V6E4E5

**Documents**

[View documents](#)

association with the same kind of services Proposed Use in CANADA disease prevention, health care cost containment, chronic disease management, health care, health care policy, and health care management; charitable services, namely, promoting collaboration among schools, community-based organizations, businesses, government, health and human services agencies, and community organizers and leaders, to identify, advance and promote public awareness of the healthcare needs of low income communities; charitable services, namely, promoting collaboration among non-profit, charitable, and community organizations, through the hosting of meetings, conferences, seminars, exchanges and social events, through the hosting of websites, blogs, webcasts and podcasts and through the dissemination of medical, and policy information, to promote public awareness of the healthcare needs of low income communities; charitable services, namely, promoting public awareness of the healthcare needs of low income communities; business development services, namely, providing business consulting services regarding the formation and operation of new companies in urban communities; business consulting services, namely, providing business administration consulting services, business management consulting services, and business planning services to emerging and start-up companies; business consultation in the field of developing business plans; assisting others with the creation and development of business plans; medical referrals; referrals of patients, physicians, hospitals and home health care practitioners to the use of remote patient monitoring equipment; operation of telephone call centers including those that provide information in the field of healthcare via video contact; customer services, namely, providing customer service and product inquiry services to others via telephone, e-mail, and video conference in the field of healthcare information services; providing customer service via telephone, email, and video conference for others in the field of healthcare information services; business administration consulting services and business management consulting services in the field of workforce management; business organization and management consulting services in the field of health and healthcare management, namely, to identify, assess, monitor, and improve the quality and reliability of practices, procedures, services and facilities; consulting services in the field of health and healthcare management, namely, to identify, assess, monitor and improve the quality and reliability of medical practice management, business processes, business management services and medical facilities; asset management services, namely, reporting on service histories of medical diagnostic, medical monitoring, medical treatment, medical support, medical laboratory and medical therapeutic equipment, reporting on utilization of medical diagnostic, medical monitoring, medical treatment, medical support, medical laboratory and medical therapeutic equipment, reporting on end of product life information for medical diagnostic, medical monitoring, medical treatment, medical support, medical laboratory and medical therapeutic equipment and

reporting on replacement costs of medical diagnostic, medical monitoring, medical treatment, medical support, medical laboratory and medical therapeutic equipment; billing services in the field of healthcare; providing independent review of clinical trials for business purposes; business consulting and management in the field of clinical trials, namely, providing information management services; consulting in the fields of healthcare operations management and hospital operations management; new business venture development and formation consulting services; advocacy services, namely, promoting education, recognition, career advancement, and leadership for elite managers and executives in corporations and professional service firms by means of written submissions to government, organizing petitions and letter-writing campaigns, and by the publication and distribution of information by means of printed reports, articles, newsletters, and through a global computer network; business management consultation in the field of executive and leadership development in the healthcare field; charitable services, namely, organizing youth groups to undertake projects to benefit the needy and the community to encourage leadership, character, compassion, and good citizenship; consulting services in business leadership development and business management; vendor management services for healthcare facilities; providing reimbursement benchmarking information and other market intelligence to healthcare organizations; promoting collaboration within the scientific, research and medical communities to achieve advances in the field of healthcare; healthcare management services, namely, providing practice management services for individual physicians and small group practices, namely managing scheduling, claims, billing, workflow, prescriptions, and laboratory reports, medical documents management services, communication and education for patient services, patient access services, and clinical management including managing patient charts, electronic charts, electronic medical records, computer patient records and chronic disease management records; promoting public awareness of birth trauma prevention and perinatal safety; administering pharmacy reimbursement programs and services, namely, administering pharmacy reimbursement programs for workers' compensation recipients; providing recognition and incentives by way of grants in the field of health awareness; providing grants and bursaries to medical researchers, medical practitioners to promote and encourage medical research, the provision of high quality healthcare services and the provision of high quality patient safety programs; professional liability insurance services, namely, insurance underwriting in the field of professional liability, administration, claims adjustment, claims management, namely, insurance claims administration, claims processing, and consultation services; insurance underwriting in the field of professional liability; insurance administration; insurance placement, namely, insurance brokerage services; insurance claims administration services; insurance risk/loss prevention

services, namely, insurance risk management services and insurance loss control management services; providing financing services to emerging and start-up companies; financial consultancy services, namely, credit analysis, accounts receivable management, bookkeeping, accounts receivables collection, fiscal assessment and evaluation services, in the field of healthcare; medical insurance case and utilization review and insurance claims adjustment services for healthcare purchasers and payors and providers and beneficiaries of publicly funded health insurance programs; providing counseling and consulting in the field of healthcare benefits; advisory services in the field of employee benefits for group healthcare and business insurance offered to employees in addition to standard benefits such as medical, dental, life insurance including short term disability, long term disability, cancer insurance, accidental death and dismemberment; financial investment consulting services, namely, providing investment advice in the healthcare field; capital investment services in the healthcare field; investment consultation and management in the healthcare field; Investment services in the healthcare field, namely, providing venture capital, development capital, private equity and investment funding to others; Administration and management of pharmacy benefit plans, namely, pharmacy claims processing, drug utilization review, drug formulary management and pharmacy benefit plan design consultation services; technical support services, namely, troubleshooting in the nature of repair of medical equipment and devices, remote patient monitoring equipment, and personal technology devices, namely, mobile phones, smartphones, hand-held computers, tablet computers, laptop computers; technical support services, namely, troubleshooting in the nature of repair of computer hardware; repair services for medical diagnostic, medical monitoring, medical treatment, medical support, medical laboratory and medical therapeutic equipment; educational services, namely, conducting seminars, workshops, conferences, conference calls and non-downloadable webinars in the field of emergency preparedness and distributing course materials, namely, course notes, handouts, case study exercises and presentation materials, in connection therewith; providing online non-downloadable publications, namely, guides in the field of how to conduct emergency preparedness drills; educational services, namely, training in the field of emergency preparedness and distributing course materials, namely, course notes, handouts, case study exercises and presentation materials, in connection therewith; educational services, namely, organizing and conducting programs to teach emergency preparedness to community volunteers; educational services, namely, providing classes, workshops, and training in the field of obstetrics, and distributing course materials, namely, course notes, handouts, case study exercises and presentation materials, therewith; educational services, namely, providing online programs, webinars, and e-learning modules featuring practice guidelines in the field of obstetrics; providing online publications in the nature of

guidelines in the field of obstetrics; educational services, namely, classes and seminars in the fields of entrepreneurship, the start-up and development of a business, team building, finance, and accounting; administration, management and implementation of incentive award programs to promote exercise, healthy eating, and healthy living; personal coaching services in the fields of exercise, healthy eating, healthy living and treating the whole person (mind, body and spirit); providing group coaching in the fields of exercise, healthy eating, healthy living and treating the whole person (mind, body and spirit); educational services, namely, providing one-on-one individual coaching in the field of chronic disease management; educational services, namely, hosting conferences and providing webinars in the field of workforce management; educational services, namely, providing seminars, training classes and workshops in the field of healthcare and healthcare management and distributing course materials, namely, course notes, handouts, case study exercises and presentation materials, in connection therewith; education services, namely, providing informal online programs in the fields of healthcare and healthcare management, namely, webinars and tutorials for medical service providers and healthcare managers; operation of a website for the delivery of downloadable and non-downloadable publications, namely, articles, memoranda, research papers, newsletters, brochures, and course materials, namely course notes, handouts, case study exercises and presentation materials, fact sheets, reports and manuals, and books, in the fields of healthcare and healthcare management, and distribution of publications, namely, articles, memoranda, research papers, newsletters, brochures, and course materials, namely course notes, handouts, case study exercises and presentation materials, fact sheets, reports and manuals, and books, in the fields of healthcare and healthcare management by way of email; business training in the field of leadership development in the field of healthcare; creating an on-line community for registered users to access strategic healthcare services and resources, namely, a community in the fields of healthcare information, healthcare education, hospital services, medical clinical facility services, medical professionals, medical records, and medical devices, namely medical diagnostic, medical monitoring, medical treatment, medical support, medical laboratory and medical therapeutic equipment; providing an online bulletin board in the field of healthcare technology, namely, the development and use of medical diagnostic, medical monitoring, medical treatment, medical support, medical laboratory and medical therapeutic equipment; providing an online bulletin board in the field of healthcare; providing temporary use of web-based software applications for use in monitoring medical patient safety and patient and medical event recording, tracking and reporting, namely, monitoring patient heart rates, patient falls, facilities, and clinician response times; providing temporary use of web-based software application for use in monitoring medical patient safety,

medical personnel, and medical facilities; technical support services, namely, troubleshooting of computer software problems and diagnosing computer hardware problems; technical support services, namely, troubleshooting in the nature of diagnosing problems with medical equipment and devices; data automation and collection services using proprietary software to evaluate, analyze, and collect service data in the fields of health, lifestyle, personal, consumer-entered, and biometric data; medical and scientific research, namely, conducting clinical trials for others; providing a web site featuring technology enabling physicians to access resources in clinical medicine; medical laboratory services; providing assisted living facilities, namely, providing housing facilities for people with disabilities; providing consulting and information in the field of emergency medical response for hospitals; healthcare services, namely, providing information in the field of healthcare ethics; telehealth services, namely, providing health care information by telephone; communicating with patients via telephone and computer networks to monitor their health and provide medical counseling; health care services, namely, disease management programs, and community outreach services, namely, providing information, news and commentary in the field of disease management; health care services, namely, health management programs that emphasize disease prevention and improving wellness in body, mind and spirit; providing medical information; medical consulting services in the fields of health and wellness, namely, health management programs that emphasize disease prevention and improving wellness in body, mind and spirit; operation of a website that allows users to track, collect, record and analyze personal health, lifestyle and biometric data; health services, namely, providing access to a computer database containing medical information and educational materials, namely, printed instructional cards, articles, memoranda, research papers, newsletters, brochures, and course materials, namely, course notes, handouts, case study exercises and presentation materials, fact sheets, reports, manuals and books; providing a website in the fields of healthcare information and wellness information, namely, health management programs that emphasize disease prevention and improving wellness in body, mind and spirit; remote medical services, namely, providing an internet website for medical professionals and medical patients that allows for the exchange of information from remote locations using electronic patient monitoring devices, namely, that feed information to the website that can be accessed in real-time by medical professionals for purposes of monitoring and diagnosing medical conditions; providing medical information, medical counseling; remote monitoring of data indicative of the health and condition of an individual and groups of individuals, providing a website in the fields of healthcare information and wellness information, namely, health management programs that emphasize disease prevention and improving wellness in body, mind and spirit; consulting services in the field of health

management programs that emphasize disease prevention and improving wellness in body, mind and spirit; providing medical information via telephone, email, or video conference; healthcare services, namely, providing healthcare facilities in the nature of hospitals, long-term care facilities, medical clinics, and wellness centers that emphasize disease prevention and improving wellness in body, mind and spirit; operating hospices, providing occupational and physical therapy and physical rehabilitation services, drug screening, physical examinations, nursing services, outpatient services, fitness centers for therapeutic use, surgery services, namely, surgical services for the treatment of conditions, diseases and injuries of the human body, diabetes diagnostic and treatment services, oncology diagnostic and treatment services, wound care, namely, medical treatment of wounds, and emergency medical services; women's healthcare services, managed healthcare services, healthcare services in the nature of health maintenance organizations, namely, the provision or arrangement of managed care for health insurance, self-funded health care benefit plans, individuals, and other entities with health care providers) on a prepaid basis; healthcare services, namely, providing medical counselling, medical diagnostic services, medical imaging, medical laboratory services, medical testing services, and medical information; clinical mental health counseling services; medical information services, namely, reporting of consumer authorized clinical testing results directly to the patient; medical tourism services, namely, establishing and maintaining a healthcare provider network in other countries for the provision of healthcare services; healthcare services, namely, integrated healthcare services with a network of international healthcare providers; consulting services in the field of healthcare, namely, health care consulting services in the field of obstetrics; providing medical information in the field of obstetrics; providing consulting and information in the field of emergency response for communities; personal lifestyle consulting services, namely, counseling services in the fields of personal health, nutrition and lifestyle wellness; providing independent review of clinical trials involving human subjects, namely, reviewing research protocols and related information to ensure protection of the rights and welfare of human subjects of research; ministerial services to patients and caregivers in the healthcare field.

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## Action History

Action	Action date	Due date	Comments
Filed	2013-08-22		
Created	2013-08-22		
Formalized	2013-08-27		
Search Recorded	2014-06-04		
Correspondence Created	2014-06-04	2014-12-04	
Examiner's First Report	2014-06-04	2014-12-04	
Extension of Time	2014-12-19	2015-06-04	Request Letter Date: 2014/12/02
Approval Notice Sent	2015-06-29	2015-07-27	
Note to file	2015-07-21		Clerical corrections to statement of goods completed per correspondence of July 9, 2015.
Approved	2015-08-20		APPROVED BY PROGRAM EX200M1
Advertised	2015-09-09		Vol.62 Issue 3176
Allowance Notice Sent	2015-12-24	2016-08-22	
Allowed	2015-12-24		
Rep for Service Name Changed	2016-02-25		
Agent Name Changed	2016-02-25		
Extension of Time	2016-08-19	2017-02-22	Online Request Date: 2016/08/19
Extension of Time	2017-02-08	2017-08-22	Online Request Date: 2017/02/08
Extension of Time	2017-08-21	2018-02-22	Online Request Date: 2017/08/21
Extension of Time	2018-02-20	2018-08-22	Online Request Date: 2018/02/20
Extension of Time	2018-07-31	2019-02-22	Online Request Date: 2018/07/31
Extension of Time	2019-01-30	2019-08-22	Online Request Date: 2019/01/30
Registered	2019-08-14	2029-08-14	
Expunged - Non-use	2024-09-02		

### Expungement Actions (Section 45)

#### Case # 1 : DLA Piper (Canada) LLP - Closed

#### Request Received

Action	Action date	Due date
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Request Reviewed	2024-01-18	
Notice Sent to Owner	2024-01-18	2024-04-18

**Decision - S45**

<b>Action</b>	<b>Action date</b>	<b>Due date</b>
Decision - Expunged	2024-05-30	