

HBC Rewards Collection Logo — 1653214

Application number

1653214

Registration number

TMA895859

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

2013-11-25

Registered

2015-02-05

Registration Expiry Date

2030-02-05

Current owner

Canadian Tire Corporation,
Limited
2180 Yonge Street
Toronto
ONTARIO M4P2V8

Agent

NORTON ROSE FULBRIGHT
CANADA LLP/S.E.N.C.R.L., S.
R.L.
3700 CANTERRA TOWER
400 - THIRD AVENUE S.W.
CALGARY
ALBERTA T2P4H2

Registered Owner

Hudson's Bay Company ULC

Index headings

HUDSON'S BAY THE REWARDS COLLECTION

Vienna information (Code & Description)

26.11.2	Two lines or bands
A 26.11.5	Thin lines
A 26.11.8	Horizontal 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) On-line and in-store retail department store services
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

Used in CANADA since at least as early as November 06, 2013

Recordals (known also as Footnotes)

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

DATE RECORDED / DATE CONSIGNEE: 2015-10-21

DATE OF CHANGE / DATE DE CHANGEMENT: 2015-10-21

COMMENTS / COMMENTAIRES: Bank of America, N.A., as collateral agent

Voir Preuve au dossier/See evidence on File No. 1566459

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

DATE RECORDED / DATE CONSIGNEE: 2020-05-29

DATE OF CHANGE / DATE DE CHANGEMENT: 2020-05-29

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

Voir Preuve au dossier/See evidence on File No. 1899922

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2021-01-27

DATE OF CHANGE / DATE DE CHANGEMENT: 2020-03-03

COMMENTS / COMMENTAIRES: FROM: The Governor and Company of Adventurers of England trading into

Hudson's Bay, also known as Hudson's Bay Company

TO: Hudson's Bay Company Limited

Certificate of Continuation, certifying that Hudson's Bay Company has

401 Bay Street
Suite 602
Toronto
ONTARIO M5H2Y4

Applicant

Hudson's Bay Company ULC
401 Bay Street
Suite 602
Toronto
ONTARIO M5H2Y4

Old Owner

The Bay Limited Partnership
401 Bay Street, Suite 500
Toronto
ONTARIO M5H2Y4

Documents

[View documents](#)

continued into British Columbia from the jurisdiction of Canada, under the Business Corporations Act

Voir Preuve au dossier/See evidence on File No. 189171

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2021-01-27

DATE OF CHANGE / DATE DE CHANGEMENT: 2020-03-03

COMMENTS / COMMENTAIRES: FROM: Hudson's Bay Company Limited

TO: Hudson's Bay Company ULC

Certificate of Change of Name, certifying that Hudson's Bay Company Ltd. changed its name to Hudson's Bay Company ULC

Voir Preuve au dossier/See evidence on File No. 189171

Document Placed on File / Document déposé au dossier

DATE RECORDED / DATE CONSIGNEE: 2021-01-27

COMMENTS / COMMENTAIRES: Notice of Alteration to BC unlimited liability company of Hudson's Bay Company ULC, and Notice of Articles of Hudson's Bay Company ULC

Voir Preuve au dossier/See evidence on File No. 189171

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

DATE RECORDED / DATE CONSIGNEE: 2021-02-19

DATE OF CHANGE / DATE DE CHANGEMENT: 2021-02-17

COMMENTS / COMMENTAIRES: Pathlight Captial LP, as Agent

Voir Preuve au dossier/See evidence on File No. 1899922

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Transfer / Transfert

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2022-06-14

DATE OF CHANGE / DATE DE CHANGEMENT: 2021-10-31

COMMENTS / COMMENTAIRES: FROM: Hudson's Bay Company ULC

TO: The Bay Limited Partnership

Voir Preuve au dossier/See evidence on File No. 762378

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

DATE RECORDED / DATE CONSIGNEE: 2024-12-23

DATE OF CHANGE / DATE DE CHANGEMENT: 2024-12-23

COMMENTS / COMMENTAIRES: 2171948 ONTARIO INC.

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2025-07-16

DATE OF CHANGE / DATE DE CHANGEMENT: 2025-06-25

COMMENTS / COMMENTAIRES: FROM/DE: The Bay Limited Partnership

TO/A: Canadian Tire Corporation, Limited

Security Agreement Removed / Accord de sécurité retiré

DATE RECORDED / DATE CONSIGNEE: 2025-07-16

DATE OF CHANGE / DATE DE CHANGEMENT: 2025-06-25

COMMENTS / COMMENTAIRES: As per the attached order.

Action History

Action	Action date	Due date	Comments
Filed	2013-11-25		
Created	2013-11-25		
Formalized	2013-11-26		
Search Recorded	2014-08-08		

Approval Notice Sent	2014-08-08	2014-09-05	
Approved	2014-09-25		APPROVED BY PROGRAM EX200M1
Advertised	2014-10-15		Vol.61 Issue 3129
Rep for Service Changed	2014-10-30		From: 3272 To: 7988 / Voir Preuve au dossier/See evidence on File No. 532737
Agent Changed	2014-10-30		From: 3272 To: 7988 / Voir Preuve au dossier/See evidence on File No. 532737
Allowed	2015-01-30		
Allowance Notice Sent	2015-01-30	2015-07-30	
Registered	2015-02-05	2030-02-05	
Security Interest Placed	2015-10-21		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 1566459
Rep for Service Changed	2018-04-27		From: 7988 To: 92 / Voir Preuve au dossier/See evidence on File No. 1566459
Security Interest Placed	2020-05-29		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 1899922
Amendment to Registration	2021-01-27		Name / Voir Preuve au dossier/See evidence on File No. 189171
Amendment to Registration	2021-01-27		Name / Voir Preuve au dossier/See evidence on File No. 189171
Document Placed on File	2021-01-27		Document Placed on File / Voir Preuve au dossier/See evidence on File No. 189171
Security Interest Placed	2021-02-19		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 1899922
Agent Changed	2021-04-09		From: 92 To: 2502 / Voir Preuve au dossier/See evidence on File No. 2015901
Change of Title Registered	2022-06-14		Transfer / Voir Preuve au dossier/See evidence on File No. 762378
Security Interest Placed	2024-12-23		
Agent Changed	2025-07-15		From/De: 2502 To/A: 7030

Change of Title Registered	2025-07-16		Assignment/Cession
Security Interest Removed	2025-07-16		