

**EATALY — 1694207**

**Application number**

1694207

**Registration number**

TMA946812

**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**

2014-09-17

**Registered**

2016-08-19

**Registration Expiry Date**

2031-08-19

**Current owner**

Eataly S.p.A.  
Via Nizza 224  
Torino, 10126  
ITALY

**Agent**

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

**Registered Owner**

EATALY SRL  
Via Vittorio Emanuele 6  
12051 Alba CN

**Index headings**

EATALY  
EAT ITALY

**Services (Nice class & Statement)**

**Classification data** (1) The operation of upscale food markets specializing in the sale of a wide variety of food products and general consumer merchandise, namely foods, beverages, dinnerware, kitchenware, kitchen utensils, clothing, table linens, aprons, tote bags, oven mitts, pot holders, and books; operation of food kiosks; restaurant services and bar services; arranging and conducting educational conferences, congresses, seminars, symposiums and workshops in the fields of food preparation, gastronomy, oenology and food science; organizing and conducting exhibitions and shows for cultural and educational purposes in the fields of food preparation, gastronomy, oenology and food science; publication of books and magazines in the fields of food preparation, gastronomy, oenology and food science; organizing and conducting competitions in the fields of food preparation, gastronomy, oenology and food science.

**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** 35 - Advertising, marketing, promotional and business  
41 - Education and entertainment  
43 - Accommodation, food and drink

Used in ITALY

Registered in or for WIPO on January 16, 2008, under No. 957 648

**Recordals (known also as Footnotes)**

**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-09-22  
COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 1694207

**AMENDMENT TO REGISTRATION / MODIFICATION A L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Paragraph 41(1)  
(a) - Owner Information / Alinéa 41(1)(a) - information sur le propriétaire  
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-10-26  
DATE OF CHANGE / DATE DE CHANGEMENT: 2016-10-26  
COMMENTS / COMMENTAIRES: To Correct Owner's address to read:  
Via Vittorio Emanuele 6, 12051 Alba CN, Italy  
Voir Preuve au dossier/See evidence on File No. 1694207

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession  
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2024-09-11  
DATE OF CHANGE / DATE DE CHANGEMENT: 2018-06-25  
COMMENTS / COMMENTAIRES: FROM/DE: EATALY SRL  
TO/A: EATALY DISTRIBUZIONE S.R.L.

ITALY

**Applicant**

EATALY SRL  
Via Vittorio Emanuele 6  
12051 Alba CN  
ITALY

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2024-09-11

DATE OF CHANGE / DATE DE CHANGEMENT: 2020-04-24

COMMENTS / COMMENTAIRES: FROM/DE: EATALY DISTRIBUZIONE  
S.R.L.

TO/A: Eataly S.p.A.

**Documents**

[View documents](#)

**Action History**

Action	Action date	Due date	Comments
Filed	2014-09-17		
Created	2014-09-18		
Formalized	2014-09-19		
Search Recorded	2015-03-30		
Examiner's First Report	2015-03-30	2015-09-30	
Correspondence Created	2015-09-03	2016-03-03	
Correspondence Created	2015-10-30	2016-04-30	
Approval Notice Sent	2016-02-09	2016-03-08	
Approved	2016-03-31		APPROVED BY PROGRAM EX200M1
Advertised	2016-04-20		Vol.63 Issue 3208
Allowed	2016-08-05		
Allowance Notice Sent	2016-08-05	2017-02-05	
Registered	2016-08-19	2031-08-19	
Amendment to Registration	2016-09-22		Owner Address Change / Voir Preuve au dossier /See evidence on File No. 1694207
Amendment to Registration	2016-10-26		Section 41(1)(a) - Owner Information / Voir Preuve au dossier/See evidence on File No. 1694207
Change of Title Registered	2024-09-11		Assignment/Cession
Amendment to Registration	2024-09-11		Name/Nom
Agent Changed	2026-04-21		Transferred From: 2502 To: 59