

**Application number**

1738297

**Type(s)**

Word

**Category**

Trademark

**CIPO Status**

ABANDONED SECTION 40(3)

**TM5 status**

DEAD/APPLICATION/  
Withdrawn/Abandoned



The owner of the trademark application withdrew (e.g. abandoned) the application and the application is no longer active.

**Filed**

2015-07-21

**Applicant**

Digital Entertainment  
Corporation Of America  
6300 Arizona Circle  
Los Angeles, California 90045  
UNITED STATES OF  
AMERICA

**Agent**

BORDEN LADNER GERVAIS  
LLP  
World Exchange Plaza  
100 Queen Street, Suite 1300  
Ottawa  
ONTARIO K1P1J9

**Documents**

[View documents](#)

**Index headings**

TANDEM

**Goods (Nice class & Statement)**

(1) Computer software, namely, a downloadable application that enables brand owners and advertisers, on the one hand, and social influencers, on the other hand, to access services consisting of the consultancy, management and administration of business opportunities, the service which matches the brand owner's or advertiser's requirements with the social influencer's skills, experience and requirements, the website through which the foregoing consultancy, management, administration and matching services are provided, the searchable website featuring the services of social influencers, business information regarding social influencers in the fields of online video and social media, and the website featuring business information regarding social influencers in the fields of online video and social media, and to locate, message and contract with each other with respect to business opportunities.

**Services (Nice class & Statement)**

(1) Consultancy, management and administration of business opportunities between brand owners and advertisers, on the one hand, and social influencers, on the other hand; service which matches the brand owner's or advertiser's requirements with the social influencer's skills, experience and requirements; providing a website through which the foregoing consultancy, management, administration and matching services are provided; providing a searchable website featuring the services of social influencers; providing business information regarding social influencers in the fields of online video and social media; providing a website featuring business information regarding social influencers in the fields of online video and social media; providing a website that enables brand owners and advertisers, on the one hand, and social influencers, on the other hand, to locate, message and contract with each other with respect to business opportunities; providing temporary use of on-line non-downloadable software as a service that enables brand owners and advertisers, on the one hand, and social influencers, on the other hand, to access services consisting of the consultancy, management and administration of business opportunities, the service which matches the brand owner's or advertiser's requirements with the social influencer's skills, experience and requirements, the website through which the foregoing consultancy, management, administration and matching services are provided, the searchable website featuring the services of social influencers, business information regarding social influencers in the fields of online video and social media, and the website featuring business

**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 27, 2015,  
Country or Office:  
UNITED STATES OF AMERICA,  
Application No. 86/611, 475 in association with the same kind of goods and in

association with the same kind of services Proposed Use in CANADA information regarding social influencers in the fields of online video and social media, and to locate, message and contract with each other with respect to business opportunities.

9 - Electrical, scientific and teaching apparatus and software

35 - Advertising, marketing, promotional and business

42 - Computer and scientific

45 - Personal and legal

## Action History

Action	Action date	Due date	Comments
Filed	2015-07-21		
Created	2015-07-22		
Formalized	2015-07-30		
Search Recorded	2016-01-21		
Examiner's First Report	2016-01-21	2016-07-21	
Approval Notice Sent	2016-08-15	2016-09-12	
Approved	2016-10-06		APPROVED BY PROGRAM EX200M1
Advertised	2016-10-26		Vol.63 Issue 3235
Rep for Service Changed	2016-11-10		From: 10425 To: 16863 / Voir Preuve au dossier/See evidence on File No. 1738297
Agent Changed	2016-11-10		From: 10425 To: 16863 / Voir Preuve au dossier/See evidence on File No. 1738297
Rep for Service Changed	2017-01-25		From: 16863 To: 4 / Voir Preuve au dossier/See evidence on File No. 1738297
Agent Changed	2017-01-25		From: 16863 To: 4 / Voir Preuve au dossier/See evidence on File No. 1738297
Allowed	2017-02-10		
Allowance Notice Sent	2017-02-10	2018-07-21	
Amendment to Application	2018-05-10		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 1738297
Extension of Time	2018-07-25	2019-01-21	Request Letter Date: 2018 /07/17
Abandoned - Subsection 40 (3)	2019-02-13		