

## CONTRACTOR ALLIANCE ELITE PREFERRED Logo (long) — 1746747

### Application number

1746747

### Registration number

TMA1006210

### 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

2015-09-18

### Registered

2018-10-05

### Registration Expiry Date

2033-10-05

### Registered Owner

James Hardie Technology  
Limited  
1st Floor, Block A  
One Park Place  
Upper Hatch Street  
Dublin 2, D02 FD79  
IRELAND

### Agent

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

### Documents

### Index headings

ELITE PREFERRED CONTRACTOR ALLIANCE JH JAMES HARDIE

### Vienna information (Code & Description)

26.11.2	Two lines or bands
A 26.11.8	Horizontal lines or bands
A 26.11.10	Straight lines or bands
A 26.11.11	Broken lines or bands (except a 26.11.13)
26.4.2	Rectangles
26.4.7	Two quadrilaterals, one inside the other
26.4.12	Quadrilaterals containing one or more other geometrical figures -- Note: Including quadrilaterals containing bent or straight lines (except 26.4.11).
A 26.4.18	Quadrilaterals containing one or more letters
25.12.3	Moiré surfaces or backgrounds
26.1.1	Circles
A 26.1.3	One circle or ellipse
A 26.1.18	Circles or ellipses containing one or more letters
26.4.1	Squares
A 26.4.5	One quadrilateral
26.4.10	Quadrilaterals containing one or more circles, ellipses or polygons

### Services (Nice class & Statement)

**Classification data** (1) Advertising the goods and services of others; business marketing consulting services; conducting incentive award program to promote excellent service and performance in the fields of contracting, home and commercial

### 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

construction, and installation of building materials by the distribution of rewards points; conducting incentive award programs to promote the sale of building and construction materials; incentive award programs to promote the services of others; providing incentive award programs through issuance and processing of loyalty points for purchase of a company's goods and services; loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of recognition of preferred customers and member businesses through affiliation with a preferred program; membership club services providing member businesses with information, tools and training in marketing, business growth, sales generation, installation best practices for home and commercial contracting and construction services, job-site safety, and providing advertising for member businesses on distribution lists and websites; verifying the credentials of contractors, construction companies, and installers for business purposes; providing cooperative advertising and marketing services for suppliers and distributors of building products, for contractor services, and for home and commercial construction services; promoting the sale of building and construction products, contractor services,

[View documents](#)

Priority Filing Date: March 20, 2015, Country or Office: UNITED STATES OF AMERICA, Application No. 86 /571083 in association with the same kind of services Used in UNITED STATES OF AMERICA Registered in or for UNITED STATES OF AMERICA on July 12, 2016, under No. 4,995,932 Declaration of Use filed September 18, 2018

and home and commercial construction services through the distribution of online and printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers, distributors, and contractors, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; internet website portal for retail purposes offering consumer information concerning materials for building and construction; providing a website for connecting sellers with buyers; building construction, remodeling and repair; painting services; construction planning services; general building contractor services; installation services for wallboards, siding, roofing, walls, windows, and doors; construction project management services; consultation in the field of construction, maintenance and renovation of buildings; consultation in the field of installation, maintenance, and repair of wallboards, siding, roofing, walls, windows, and doors; construction planning; maintenance and renovation of buildings; website providing information on building construction, construction planning, and renovation.

35 - Advertising, marketing, promotional and business  
37 - Building construction and repair  
41 - Education and entertainment  
45 - Personal and legal

**Recordals (known also as Footnotes)**

**Owner Address Change / Changement d'adresse du propriétaire**  
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-06-21

**Action History**

Action	Action date	Due date	Comments
Filed	2015-09-18		
Created	2015-09-21		
Formalized	2015-09-22		
Search Recorded	2016-05-30		
Examiner's First Report	2016-05-30	2016-11-30	
Correspondence Created	2016-12-29	2017-06-29	
Approval Notice Sent	2017-03-07	2017-04-04	
Approved	2017-04-27		APPROVED BY PROGRAM EX200M1
Advertised	2017-05-17		Vol.64 Issue 3264
Allowance Notice Sent	2017-09-01	2018-09-18	
Allowed	2017-09-01		
Registered	2018-10-05	2033-10-05	

Amendment to Registration	2023-06-21		Address/address
Agent Changed	2026-04-21		Transferred From: 5679 To: 59