

# WAYPOINT FOODSERVICE — 1770798

## Application number

1770798

## Registration number

TMA1054499

## 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

2016-03-04

## Registered

2019-09-16

## Registration Expiry Date

2029-09-16

## Current owner

Axion Foodservice, Inc.  
1701 Crossroads Drive  
Odenton, MD 21113  
UNITED STATES OF  
AMERICA

## Agent

DEETH WILLIAMS WALL LLP  
150 YORK STREET, SUITE  
400  
TORONTO  
ONTARIO M5H3S5

## Registered Owner

ADVANTAGE SALES &  
MARKETING LLC  
18100 Von Karman Avenue

## Index headings

WAYPOINT FOODSERVICE  
WAY POINT  
FOOD SERVICE

## Services (Nice class & Statement)

**Classification data** (1) Advertising manufactured consumer goods for sale to the food service industry for others; promoting the sale of manufactured consumer goods for sale to the food service industry for others through promotional contests and the distribution of related printed material; business merchandising display services in the field of manufactured consumer goods for sale to the food service industry for others; field marketing services in the field of manufactured consumer goods for sale to the food service industry for others, namely, conducting in-store promotions, setting-up point-of-sale displays, assisting with the display of products, handing out leaflets, and conducting product demonstrations; distribution of samples for publicity purposes in the food service and food brokerage industry; business management consulting services regarding advertising, promotion, product merchandising, sales promotion and field marketing of manufactured consumer goods for sale to the food service and food brokerage industry for others; inventorying merchandise for others; import and export agencies.

## 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.

(2) Brokerage services, namely selling manufactured consumer goods for sale to the food service industry, namely food, grocery, beverages and non-food goods for food packaging, food preparation and serving food; business research and analysis of market research data and statistics in the food service industry.

## Claims

Proposed  
Use in  
CANADA

35 - Advertising, marketing, promotional and business  
36 - Insurance and financial

## Recordals (known also as Footnotes)

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

DATE RECORDED / DATE CONSIGNEE: 2020-12-10  
DATE OF CHANGE / DATE DE CHANGEMENT: 2020-12-10  
COMMENTS / COMMENTAIRES: BANK OF AMERICA, N.A., as the Collateral Agent  
Voir Preuve au dossier/See evidence on File No. 1466818

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DATE RECORDED / DATE CONSIGNEE: 2020-12-10  
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COMMENTS / COMMENTAIRES: BANK OF AMERICA, N.A., as the Collateral Agent (FIRST LIEN)

Suite 900  
Irvine, CA 92612  
UNITED STATES OF  
AMERICA

**Applicant**

ADVANTAGE SALES &  
MARKETING LLC  
18100 Von Karman Avenue  
Suite 900  
Irvine, CA 92612  
UNITED STATES OF  
AMERICA

**Documents**

[View documents](#)

Voir Preuve au dossier/See evidence on File No. 1466818

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**Security Agreement Removed / Accord de sécurité retiré**

DATE RECORDED / DATE CONSIGNEE: 2024-03-14

DATE OF CHANGE / DATE DE CHANGEMENT: 2024-03-14

COMMENTS / COMMENTAIRES: WILMINGTON TRUST, NATIONAL ASSOCIATION, as the Collateral Agent

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2025-05-22

DATE OF CHANGE / DATE DE CHANGEMENT: 2024-01-31

COMMENTS / COMMENTAIRES: FROM/DE: ADVANTAGE SALES & MARKETING LLC

TO/A: Key Impact Sales & Systems, Inc.

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2025-05-22

DATE OF CHANGE / DATE DE CHANGEMENT: 2024-02-01

COMMENTS / COMMENTAIRES: FROM/DE: Key Impact Sales & Systems, Inc.

TO/A: Acxion Foodservice, Inc.

**Action History**

Action	Action date	Due date	Comments
Filed	2016-03-04		
Created	2016-03-04		
Formalized	2016-03-09		
Search Recorded	2016-06-28		
Examiner's First Report	2016-06-28	2016-12-28	
Extension of Time	2017-01-05	2017-06-28	Request Letter Date: 2016 /12/21
Correspondence Created	2017-09-01	2018-03-01	
Correspondence Created	2018-03-27	2018-09-27	
			Request Letter Date: 2018

Extension of Time	2018-10-09	2019-03-27	/09/27
Approval Notice Sent	2019-03-22	2019-04-19	
Approved	2019-05-09		APPROVED BY PROGRAM EX200M1
Advertised	2019-05-29		Vol.66 Issue 3370
Registration Pending	2019-08-21		
Registration Fee Notice Sent	2019-08-21	2020-02-21	
Registered	2019-09-16	2029-09-16	
Agent Changed	2020-05-04		From: 256 To: 23264 / Voir Preuve au dossier /See evidence on File No. 1770798
Security Interest Placed	2020-12-10		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 1466818
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Security Interest Removed	2024-03-14		Security Agreement Removed / Voir Preuve au dossier/See evidence on File No. 1770798
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Security Interest Removed	2024-03-14		Security Agreement Removed / Voir Preuve au dossier/See evidence on File No. 1770798
Agent Changed	2025-05-22		From/De: 23264 To/A: 3354
Change of Title Registered	2025-05-22		Assignment/Cession
Amendment to Registration	2025-05-22		Name/Nom