

**Application number**

1852421

**Registration number**

TMA1016833

**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**

2017-08-14

**Registered**

2019-03-08

**Registration Expiry Date**

2034-03-08

**Registered Owner**

AbbVie Corporation  
8401 TransCanada Highway  
Montreal  
QUEBEC H4S1Z1

**Agent**

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

**Documents**

[View documents](#)

**Action History**

**Index headings**

BD BRILLIANT DISTINCTIONS

**Vienna information (Code & Description)**

27.5.1	Letters presenting a special form of writing
A 27.5.22	Monograms formed of intertwined, overlapping or otherwise combined letters
A 27.5.19	Letters overlapping
14.1.13	Chains, links of chain
A 14.1.15	Links of chain
27.3.1	Letters or numerals representing a human being or a part of the human body, an animal or a part of an animal's body, a plant, a heavenly body, a natural phenomenon or an object
A 27.3.15	Letters or numerals representing an object
26.4.2	Rectangles
A 26.4.5	One quadrilateral
A 26.4.18	Quadrilaterals containing one or more letters
A 26.4.24	Quadrilaterals with dark surfaces or parts of surfaces

**Services (Nice class & Statement)**

**Classification data** (1) Customer incentive award program to promote customer loyalty which provides issuance, redemption and processing of loyalty points for frequent purchases of aesthetic related products

**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 07, 2014

**Recordals (known also as Footnotes)**

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

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name and Address /  
Nom et adresse

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2022-10-18

DATE OF CHANGE / DATE DE CHANGEMENT: 2022-07-01

COMMENTS / COMMENTAIRES: FROM/DE: Allergan Inc.

TO/A: AbbVie Corporation

Action	Action date	Due date	Comments
Filed	2017-08-14		
Created	2017-08-15		
Formalized	2017-08-16		
Search Recorded	2018-09-12		
Approval Notice Sent	2018-09-12	2018-10-10	
Approved	2018-11-01		APPROVED BY PROGRAM EX200M1
Advertised	2018-11-07		Vol.65 Issue 3341
Allowance Notice Sent	2019-02-22	2019-08-22	
Allowed	2019-02-22		
Registered	2019-03-08	2034-03-08	
Amendment to Registration	2022-10-18		Name and Address/Nom et address
Agent Changed	2026-04-21		Transferred From: 2502 To: 59