

JOSE CUERVO TRADICIONAL BOTTLE (NEW) — 1863402

Application number

1863402

Registration number

TMA1095028

Type(s)

Design, Position

Category

Trademark

CIPO Status

REGISTERED

TM5 status

LIVE/REGISTRATION/Issued
and Active



The trademark application has
been registered with the Office.

Filed

2017-10-18

Registered

2021-03-08

Registration Expiry Date

2031-03-08

Registered Owner

Destilería Camichines, S.A. de
C.V.
8500 Periferico Sur
Tramo Morelia Chapala
Tlaquepaque, JAL. 45601
MEXICO

Agent

GOWLING WLG (CANADA)
LLP
SUITE 1600
1 FIRST CANADIAN PLACE
100 KING STREET WEST
TORONTO
ONTARIO M5X1G5

Documents

Trademark description

The trademark consists of a position of a label applied to a three-dimensional bottle, as shown in the visual representation. The mark consists of the number "1795" embossed below the neck of the bottle and a curved line embossed underneath the number "1795", and JOSE CUERVO signature in script embossed on the lower portion of the bottle, and a small oval indentation in the center of the bottle. The three-dimensional object shown in dashed outline does not form part of the trademark but is included merely to show the position of a sign.

Index headings

1795 JOSE CUERVO

Vienna information (Code & Description)

19.7.1	Bottles or flasks in circular or elliptical horizontal cross section
26.11.1	One line or one band
A 26.11.12	Curved lines or bands (except a 26.11.13)
A 26.11.8	Horizontal lines or bands
27.5.1	Letters presenting a special form of writing
A 27.5.13	Letters in the form of a signature, illegible signatures
26.1.2	Ellipses
A 26.1.3	One circle or ellipse

Goods (Nice class & Statement)

33 (1) Alcoholic beverages (except beer), namely, tequila

Claims

Proposed Use in CANADA

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: 2025-10-14

DATE OF CHANGE / DATE DE CHANGEMENT: 2025-06-09

COMMENTS / COMMENTAIRES: FROM: TEQUILA CUERVO, S.A. DE
C.V.

TO: Destilería Camichines, S.A. de C.V.

Voir Preuve au dossier/See evidence on File No. 2415214

Action History

Action	Action date	Due date	Comments
Filed	2017-10-18		
Created	2017-10-19		
Formalized	2017-10-19		
Search Recorded	2019-02-25		
Examiner's First Report	2019-02-25	2019-08-25	
Correspondence Created	2019-05-06	2019-11-06	
Correspondence Created	2020-04-17	2020-10-17	
Approved	2020-11-20		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2020-11-20		APPROVED BY PROGRAM EX200M1
Advertised	2020-12-16		Vol.67 Issue 3451
Registration Pending	2021-03-03		
Registration Fee Notice Sent	2021-03-03	2021-09-03	
Registered	2021-03-08	2031-03-08	
Amendment to Registration	2025-10-14		Name and Address / Voir Preuve au dossier/See evidence on File No. 2415214