

Application number

1896554

Registration number

TMA1105413

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

2018-04-30

Registered

2021-07-22

Registration Expiry Date

2031-07-22

Registered Owner

BlackRock Aladdin (eFront)
Le Centorial
16-18 rue du Quatre
Septembre
Paris, 75002
FRANCE

Agent

WENDY D. RIEL
(RIEL PROFESSIONAL
CORPORATION)
411 Roosevelt Avenue, Suite
206
Ottawa
ONTARIO K2A3X9

Documents

Index headings

E EFRONT INVEST
E FRONT

Vienna information (Code & Description)

26.11.3	More than two lines or two bands
A 26.11.6	Thick lines, bands
A 26.11.8	Horizontal lines or bands
A 26.11.9	Oblique lines or bands
A 26.11.10	Straight lines or bands
27.5.1	Letters presenting a special form of writing
A 27.5.8	Letters linked to or containing a figurative element -- Note: Letters 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 are classified in division 27.3.
29.1.4	Blue
29.1.2	Yellow, gold

Colour claim

La couleur est revendiquée comme caractéristique de la marque de
commerce. Le terme "eFront" est bleu et le terme "INVEST" est jaune.
Les trois bandes positionnées à la gauche du terme "eFront" sont jaunes.

Goods (Nice class & Statement)

9 (1) Cash registers; data processing equipment, namely,
computers, computer terminals, computer printers;
software, namely, computer software for managing of
investment portfolios, computer software for the collection
of statistical financial data for investment portfolios,
computer software for analysis for financial assets and
real estate transactions, computer software for financial
database management, computer software for electronic
trading of securities, computer software for image
processing, computer software for controlling and
managing access server applications, computer operating
system software; electronic databases in the field of
financial planning recorded on computer media; data
processing programs and software, namely, computer
software to automate data warehousing, computer utility
programs for data compression, computer software,
namely, cryptocurrency blockchain for peer-to-peer
sharing of financial data.

Services (Nice class & Statement)

35 (1) Advertising, namely, advertising agency services,
advertising on the Internet for others, advertising the
goods and services of others; business management;
business administration; office functions, namely,
secretarial services, business administration assistance;

- direct mail advertising of the goods and services of others; business management and organization consultancy; book-keeping; document reproduction; employment agency services; computerized file management; on-line advertising for others on a computer network; rental of advertising time on communication media; publication of advertising literature, namely, advertising text publication services for others; rental of advertising space; public relations services; analysis of market research data and statistics; data processing, namely updating and maintenance of data in computer databases; information and advisory services, namely, advisory services relating to business management.
- 36 (2) Information and advisory services, namely, financial analysis, real estate investing analysis services; data analysis, namely, financial investment analysis; data management services, namely, management and compilation of statistical data in the fields of financial planning and financial investment; Research and development of new financial products for others.
- 38 (3) Communications by computer terminals and by fibre optic networks, namely, providing online chatrooms for the transmission of messages among computer and software users; transmission of data, namely, electronic transmission of statistical data in the fields of financial planning and financial investment via electronic mail, file transfer using the FTP protocol, file transfer via API; providing access to computer databases in the fields of financial planning and financial investments.
- 42 (4) Software design and development; design and development of computer hardware and software; research and development of new products for others; implementation, design, maintenance and updating of computer software; computer programming; consultancy in the field of computers, namely, computer security consultancy, computer programming consultancy, computer software consultancy; conversion of computer programs and data, other than physical, conversion, namely, document data transfer and conversion from one media to another; conversion of data or documents from physical to electronic media; data mining services, namely, data decryption and encryption services; hosting of databases, namely, web hosting, hosting software for use by others for the collection of statistical financial data for investment portfolios; electronic storage and data back-up services, namely, electronic storage of financial and real estate statistical data; development, implementation, installation, update and maintenance of database programs; computer services for analysis of data, namely, development and creation of computer programs for others for financial data processing; software as a service (SaaS), namely software as a service (SaaS) provider in the field of providing customer relations management, software as a service (SaaS) provider in the fields of financial planning and financial investment.

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: 2022-06-17

DATE OF CHANGE / DATE DE CHANGEMENT: 2022-06-10

COMMENTS / COMMENTAIRES: FROM: E-FRONT, Société par actions
simplifiée

TO: e-Front

Voir Preuve au dossier/See evidence on File No. 1896555

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2024-12-17

DATE OF CHANGE / DATE DE CHANGEMENT: 2024-07-23

COMMENTS / COMMENTAIRES: FROM/DE: e-Front

TO/A: BlackRock Aladdin (eFront)

Owner Address Change / Changement d'adresse du propriétaire

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2025-03-24

Owner Address Change / Changement d'adresse du propriétaire

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2025-03-25

Action History

Action	Action date	Due date	Comments
Filed	2018-04-30		
Created	2018-05-01		
Formalized	2018-05-01		
Search Recorded	2020-01-21		
Examiner's First Report	2020-01-21	2020-07-21	
Correspondence Created	2020-10-23	2021-04-23	
Agent Changed	2021-03-05		From: 4779 To: 6208 / Voir Preuve au dossier /See evidence on File No. 1896554
Approved	2021-03-29		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2021-03-29		APPROVED BY PROGRAM EX200M1
Advertised	2021-04-21		Vol.68 Issue 3469
Registration Pending	2021-07-14		
Registration Fee Notice Sent	2021-07-14	2022-01-14	
Registered	2021-07-22	2031-07-22	
Agent Changed	2021-08-27		From: 6208 To: 11789 / Voir Preuve au dossier /See evidence on File No. 1907891
Amendment to Registration	2022-06-17		Name and Address / Voir Preuve au dossier/See evidence on File No. 1896555
Amendment to Registration	2024-12-17		Name/Nom

Amendment to Registration	2025-03-24		Address/address
Amendment to Registration	2025-03-25		Address/address