

## SMILESHOP — 1919151

### Application number

1919151

### Registration number

TMA1050547

### 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

2018-09-10

### Registered

2019-08-21

### Registration Expiry Date

2029-08-21

### Registered Owner

SMILEDIRECTCLUB, LLC  
8th Floor, 414 Union St.  
Nashville, TN 37219  
UNITED STATES OF  
AMERICA

### Agent

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

### Documents

[View documents](#)

### Index headings

SMILESHOP  
SMILE SHOP

### Services (Nice class & Statement)

- 35 (1) Retail store services featuring dental impression kits, orthodontic and dental supplies and access to licensed dental professionals
- 44 (2) 3D scanning services using oral apparatus for dimensional measurement; Digital imaging services using computer software to generate an electronic image of a user's projected results from clear-aligner treatment; Providing information in the field of clear-aligner treatment; Consultation services regarding treatment plans for addressing irregularities of the teeth and jaws using clear aligners; evaluation and assessment services to determine a candidate's eligibility for successful clear-aligner treatment

### Claims

Priority Filing Date: June 01, 2018, Country or Office: UNITED STATES OF AMERICA, Application No. 87/944,567 in association with the same kind of services (1)

Priority Filing Date: May 31, 2018, Country or Office: UNITED STATES OF AMERICA, Application No. 87/942,796 in association with the same kind of services (2)

Proposed Use in CANADA

**Action History**

<b>Action</b>	<b>Action date</b>	<b>Due date</b>	<b>Comments</b>
Filed	2018-09-10		
Created	2018-09-11		
Formalized	2018-09-18		
Search Recorded	2019-01-07		
Approval Notice Sent	2019-01-07	2019-02-04	
Approved	2019-02-28		APPROVED BY PROGRAM EX200M1
Advertised	2019-03-20		Vol.66 Issue 3360
Registration Pending	2019-06-20		
Registration Fee Notice Sent	2019-06-20	2019-12-20	
Registered	2019-08-21	2029-08-21	
Agent Changed	2026-04-21		Transferred From: 12 To: 59