

**Application number**

1919633

**Registration number**

TMA1147496

**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**

2018-09-12

**Registered**

2022-10-25

**Registration Expiry Date**

2032-10-25

**Registered Owner**

Rogers Blue Jays Baseball  
Partnership  
One Blue Jays Way, Suite  
3200  
Toronto  
ONTARIO M5V1J1

**Agent**

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

**Documents**

**Disclaimer text**

The right to the exclusive use of the 11-point maple leaf is disclaimed  
apart from the trademark.

**Index headings**

BLUE JAYS

**Vienna information (Code & Description)**

- |          |  |
|----------|--|
| 4.5.5    | Other unidentifiable personifications, humanoids, other<br>fantastic beings of human appearance -- Notes: (a)<br>Including snowmen, scarecrows, ghosts and genies. -- (b)<br>Not including gnomes (2.1.7), allegorical or mythological<br>personages (2.1.22 or 2.3.22), winged or horned creatures<br>classified in division 4.1. |
| 3.7.13   | Sparrows or other passerine birds  |
| A 3.7.56 | Blue jay (Prince Edward Island)  |
| A 3.7.25 | Birds in costume or personified  |
| 9.9.1    | Footwear   |
| A 9.9.11 | Sports footwear, ski boots   |
| 9.3.1    | Clothing   |
| A 9.3.8  | Pullovers, sweaters  |

**Goods (Nice class & Statement)**

- |   |  |
|---|--|
| 6 | (1) Metal identification bracelets; metal nameplates; metal<br>pet id tags; aluminum bike tags; metal license plates;<br>metal license plate holders; decorative metal non-<br>luminous and non-mechanical street signs; metal weather<br>vaness; trophies of common metal; metal knobs; metal<br>mailboxes, metal boxes, namely, tool boxes, decorative<br>boxes;   |
| 9 | (2) Electrical and scientific apparatus, namely,<br>headphones; ear buds; audio speakers; DVDs featuring<br>baseball-related content; magnetically encoded credit<br>cards; carrying cases for hand-held computers; protective<br>carrying cases for portable music players; tablet<br>computers; mobile phones; mobile phone accessories,<br>namely, cases and face plate covers; Fitted plastic films<br>being scratch proof protector covers for mobile phones,<br>computer tablets, MP3 players, laptops, digital cameras,<br>global positioning systems receivers and transmitters;<br>decorative charms for mobile phones; binoculars;<br>calculators; decorative switch plate covers; luminous<br>signs; neon signs; eyeglasses; eyeglass cases;<br>sunglasses; sunglass cases; decorative magnets;<br>protective helmets for sports; graduated rulers; memory<br>cards for video game machines; computer games;<br>interactive computer and video games; computer<br>accessories, namely, computer mouse, mouse pads, and<br>keyboard wrist pads; protective sleeves for laptop<br>computers and computer tablets; cushioned support base<br>specially adapted to prop up laptop computers and |

- computer tablets; protective covers and cases for tablet computers; blank USB flash drives; USB chargers; power banks for charging mobile phones, computer laptops, and computer tablets; downloadable ring tones and graphics for mobile phones, computers, and computer tablets featuring baseball related news, entertainment and information; virtual reality headsets; wearable activity trackers; decorative wind socks;
- 11 (3) Fitted grill covers;
- 14 (4) Jewellery rings; rubber and silicone bracelets; medallions; tie clips; tie fasteners tie clips; cuff links; tie tacks; tie pins; clocks; non-monetary coins of precious metal; trophies of precious metal;
- 16 (5) Printed baseball game programs; brochures and pamphlets featuring baseball; dry erase writing boards and writing surfaces; notebooks; office binders and stationery binders; stationery-type portfolios; stationery folders; writing stationery sets ; paper stationery sets ; flip books; preprinted agenda organizers; memo boards; scrapbooks; autograph books; baseball card albums; book covers; bookmarks; bookends; calendars; greeting cards; postcards; checkbooks; checkbook covers; gift wrapping paper; paper gift and party bags; paper party goods in the nature of paper party decorations; paper coasters; paper napkins; facial tissue; paper tablecloths; mounted and un-mounted photographs; lithographs; Christmas card holders; money clips; paperweights; letter openers; pencils; pencil top ornaments; crayons; markers; non-electric erasers; pencil sharpeners; pencil cases; non-metal lanyards for paper ticket holders sold as a unit; art pictures; art prints; pen and pencil holders; desk organizers; photo storage boxes; framed photographs; paper wine gift bags with handles for carrying and holding wine; Boxes of cardboard, and paper;
- 18 (6) Backpacks; briefcases; business card cases; canvas shopping bags; clutch purses; coin purses; cosmetic bags sold empty; travel bags; travel kits; toiletry bag sold empty; pet clothing; umbrellas; patio umbrellas; handbags; purses; leather bags; suitcases; luggage; luggage tags; pet clothing; leashes for pets; pet collar accessories, namely, identification tags and bows; reusable shopping bags; tote bags; wallets; billfolds; credit card cases and holders; wristlet bags; diaper bags; Boxes of leather, and leather board;
- 20 (7) Cushions; plastic license plates; decorative wall plaques; decorative mobiles; handheld non-electric misting fans for personal use; boxes of wood, and plastic; beds for pets; display racks and point of purchase display racks, point of purchase display cases, point of purchase display shelving; bedroom furniture; living room furniture; office furniture; kitchen furniture; bathroom furniture; patio furniture; chairs; stools; tables; recliners; benches; high chairs; booster seats; storage racks; mirrors; Boxes of wood, and plastic;
- 21 (8) Plastic drinking cups for toddlers; plastic juice box holders; plastic cups; paper cups; paper plates; plates; tankards; steins; plastic insulated mugs; insulated beverages holders; serving trays; dishes; dishes and bowls for pets; candlesticks; candle holders; canteen

- flasks; drinking flasks; commemorative replicas of statues made of resin; vacuum bottles; foam beverage can holders; wastepaper baskets; trash cans; napkin rings; napkin holders; bottle openers; bowls; portable food and beverage coolers; ice buckets; non-electric toothbrushes; food storage containers; beverage containers; salt and pepper shakers; lunch boxes; piggy banks; hair brushes; hair combs; utensils for barbecues, namely, spatulas, tongs, skewers, forks and turners; decorative plates; dinnerware; pitchers; cutting boards; drink coasters; non-electric beverage urns; non-electric coffee urns; aluminum water bottles sold empty; reusable stainless steel water bottles sold empty; serving bowls; picnic baskets; pot holders; oven mitts; barbeque mitts; laundry hampers; Boxes of glass;
- 22 (9) Unfitted grill covers;
- 24 (10) Fabric for textile use; bath towels; beach towels; cloth towels; hand towels; rally towels of textile; kitchen towels; pennants of textile; bed sheets; dust ruffles; curtains; draperies; pillow cases; comforters; bedspreads; blankets; blanket throws; cloth napkins; textile placemats; vinyl placemats; table linens; cloth banners; cloth flags; handkerchiefs; shower curtains; washcloths; tablecloths; cooling towels of textile;
- 25 (11) Headbands; toques; novelty hats; ear muffs; sweaters; vests; dresses; bottoms namely, pants, shorts, jeans; sweatpants; athletic tights; skirts; underwear; sleepwear; bath robes and beach robes; swimwear; ponchos; aprons; clothing wraps, namely, shawls, stoles; neck ties; belts; footwear, namely, athletic footwear, beach footwear, shoes, sandals, thong sandals, golf shoes, boots, slippers;
- 26 (12) Novelty buttons; pet collar accessories, namely, charms;
- 27 (13) Carpets, rugs, vehicle carpets;
- 28 (14) Puppets; party balloons; checker sets; chess sets; dominoes; board games; dice games; trivia game played with cards and game components; parlor games; playing cards; dart boards and dart board accessories, namely, darts, dart shafts and dart flights; cornhole set, namely, bean bag games; toy cars; toy trucks; toy trains; toy vehicles; toy mobiles; puzzles; return tops; mini batting helmet replicas being collectible toys; toy necklaces; miniature toy baseballs; holders for displaying baseballs; autographed baseballs; playground balls; beach balls; golf balls; golf club head covers; golf club bags; golf putters; golf tees; golf tee markers; billiard balls; billiard cues and billiard cue cases; pool cues and pool cue cases; snooker cues and snooker cue cases; billiard tables; pool and billiard playing equipment; baseball bases; pet toys; inflatable toys; snow sleds for recreational use; snow globes; costume masks; Christmas tree ornaments and decorations; flying disk toys; gaming equipment, namely, poker chips; children's' ride on toy vehicles; toy robots; mechanical toys; controllers for game consoles; crib mobiles.

### Services (Nice class & Statement)

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(1) Telecommunication services, namely, broadcasting Internet programs and shows, radio programs and shows, and television programs and shows, all in the field of sports, news and cultural events; Communication services, namely, transmitting streamed audio and visual recordings in the field of sports, news and cultural events via a global computer network; Web casting of programs and shows in the field of sports, news and cultural event news reporting; Providing multiple-user access to a global computer information network; Providing on-line chat rooms, on-line electronic bulletin boards, and on-line forums for transmission of messages among computer users; Electronic and digital transmission and delivery of voice, text, images, graphics, signals and messages in the field of sports, news and cultural events via a global computer network, mobile telephone, the Internet and wireless networks.

### Claims

Proposed Use in CANADA on goods (1), (2), (4), (5), (6), (7), (8), (10), (11), (12), (13), (14) and on services

### Action History

Action	Action date	Due date	Comments
Filed	2018-09-12		
Created	2018-09-13		
Formalized	2018-09-17		
Search Recorded	2021-03-05		
Examiner's First Report	2021-03-05	2021-09-05	
Default Notice Sent	2021-09-28	2021-11-28	
Default Removed	2021-10-01		
Correspondence Created	2021-11-04	2022-05-04	
Agent Changed	2022-05-27		From: 8390 To: 32 / Voir Preuve au dossier/See evidence on File No. 1919633
Approved	2022-06-09		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2022-06-09		APPROVED BY PROGRAM EX200M1
Advertised	2022-07-27		Vol.69 Issue 3535
Registration Pending	2022-10-19		
Registration Fee Notice Sent	2022-10-19	2023-04-19	
Registered	2022-10-25	2032-10-25	