

SMOKEY — 2008530

Application number

2008530

Registration number

TMA1324040

Type(s)

Standard Characters

Category

Trademark

CIPO Status

REGISTERED

TM5 status

LIVE/REGISTRATION/Issued
and Active



The trademark application has
been registered with the Office.

Filed

2020-01-29

Registered

2025-06-20

Registration Expiry Date

2035-06-20

Registered Owner

AIR MILES Loyalty Inc.
250 Yonge St, 5th Floor
Toronto,
ONTARIO M5B2L7

Agent

TORYS LLP
SUITE 3000
79 WELLINGTON ST. W.
BOX 270, TD CENTRE
TORONTO
ONTARIO M5K1N2

Old Owner

LoyaltyOne, Co.
351 King Street East
Suite 200

Index headings

SMOKEY
SMOKY

Goods (Nice class & Statement)

- 9 (1) Computer system software for the integration of machine learning in the field of big data for business data analytics and user behaviour analytics, namely machine learning marketing analytics software that collects and organizes transactional and marketing response data to predict customer behaviours for the purpose of automating marketing communication decisions.

Recordals (known also as Footnotes)

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-09-06
DATE OF CHANGE / DATE DE CHANGEMENT: 2023-06-01
COMMENTS / COMMENTAIRES: FROM: LoyaltyOne, Co.
TO: 14970144 Canada Inc.

Voir Preuve au dossier/See evidence on File No. 771044

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-09-06
DATE OF CHANGE / DATE DE CHANGEMENT: 2023-06-01
COMMENTS / COMMENTAIRES: FROM: 14970144 Canada Inc.
TO: AIR MILES Loyalty Inc.

Voir Preuve au dossier/See evidence on File No. 771044

Documents

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Action History

Action	Action date	Due date	Comments
Filed	2020-01-29		
Created	2020-01-29		
Formalized	2020-02-14		
Pre-Assessment Letter Sent	2022-06-07		Goods or Services Not Acceptable
Change of Title Registered	2023-09-06		Assignment / Voir Preuve au dossier/See evidence on File No. 771044
Amendment to Application	2023-09-06		Name / Voir Preuve au dossier/See evidence on File No. 771044
Agent Changed	2023-12-29		From/De: To/A: 6258
Search Recorded	2024-06-10		
Examiner's First Report	2024-06-10	2024-12-10	
Approved	2025-03-05		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-03-05		APPROVED BY PROGRAM EX200M1
Advertised	2025-04-02		Vol.72 Issue 3675
Registration Pending	2025-06-20		
Registered	2025-06-20	2035-06-20	