

Application number

2029840

Type(s)

Design

Category

Trademark

CIPO Status

SEARCHED

TM5 status

LIVE/APPLICATION/ Under Examination



The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

Filed

2020-05-21

Applicant

Deluxe Enterprise Operations, LLC
3680 Victoria Street North
Shoreview, MN 55126
UNITED STATES OF AMERICA

Agent

AIRD & BERLIS LLP
BROOKFIELD PLACE, SUITE 1800
181 BAY STREET
BOX 754
TORONTO
ONTARIO M5J2T9

Documents

[View documents](#)

Index headings

DELUXE
X

Vienna information (Code & Description)

- 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.
- 26.3.23 Lines or bands forming an angle -- Note: Including chevrons and arrowheads formed by lines or bands.
- 29.1.1 Red, pink, orange
- 29.1.8 Black

Colour claim

Colour is claimed as a feature of the trademark. The letter X is the colour red. The letters D, E, L, U, E are the colour black.

Goods (Nice class & Statement)

- 9 (1) Software, namely, computer programs for use in printing information on forms; software and hardware for use in the banking industry for check ordering and checking account verification; financial processing software used by banks, other financial institutions and commercial businesses to process checks, remittances, deposit slips and withdrawals and manuals and documentation distributed therewith; software used by banks, other financial institutions and commercial businesses to process checks, remittances, and deposit slips, and instructional manuals sold as a unit; software for imaging processing systems used for the processing of check images; software offered to financial institutions and business corporations for processing financial transactions, namely, for providing remittance, remote capture and enterprise content management of business to business and business to consumer payments and for aggregating all payment information, images and data to accelerate the application of payments to the balance sheet and instructional manuals sold as a unit with the software; software installation services and providing a web site featuring on-line non-downloadable software for enhancement services in the nature of updates and revisions rendered to users of software for processing financial transactions that allow financial institutions to capture, image, and key items at the branch, balance at the branch and centrally, and transmit work for downstream processing and clearing; remote deposit capture software that allows a financial institution to monitor and control risks associated with remote deposit

capture, including components for transaction and dollar limits, and real-time decision-making for items requiring review; remote deposit capture software for processing financial transactions that allows a user to deposit checks electronically through the use of an industry-compliant flatbed scanner or all-in-one print/copy/fax machine; software for processing financial transactions providing a web-based remote deposit capture solution that allows a user to scan checks and transmit the scanned images to a bank for posting and clearing without any need for physical transportation; downloadable remote deposit capture software for processing financial transactions, namely, remittance payment capture and financial risk monitoring, for merchant, consumer, and mobile capture points; software and instruction manuals sold as a unit for banking and cashing transactions with item image-capture functions by each teller or cashier, namely, common financial institution teller and commercial cashing activities integrated with item image-capture namely, the control of cash drawer amounts, journalizing all information and images concerning a transaction of each document or item that is a part of that transaction, providing customer receipts, calculating and collecting fees, processing deposits and withdrawals from accounts, verifying customer identification, account numbers, account existence, and sufficient funds, currency transaction reporting, signature display for verification, dispensing of currency, transfer of funds between accounts, sales of travelers checks, money orders, and official checks, the production of management reports, the production of image and data files to be transmitted to the institution's image item-processing department for data capture and processing, inclusion in image customer statements, and image archives, the creation of virtual-item images to eliminate physical items, bond redemption, general ledger transactions with the creation of virtual items to eliminate real, physical items, the balancing and proof of all transactions and fraud detection; video displays mounted in eyeglasses

16

(2) Greeting cards, post cards, note pads, writing paper, posters and business cards; printed matter, namely, educational books in the area of business promotion and newspapers for use in business advertising; compilation of bookkeeping forms in loose leaf binders, sold annually in book form; appointment books; hand held label printing machine and dispenser for office stationery; trays to hold paper and stationery-type item; business supplies, namely, plastic sheets and adhesive labels and paper labels for writing and printing and marking, paper tags, paper identification tags, price tags, file folders, catalogs featuring business products for manual or computer needs; paper products relating to business and retail, namely, blank forms and calendars, address and shipping labels, embossed foil seals, bank checks and related accessories in the nature of checkbook covers, checkbook registers and journals, deposit tickets and rubber stamps

18

(3) Wallets, credit card holders, shoulder bags, personal organizers in the nature of fitted purse organizers to hold purse contents

25 (4) Business apparel, namely, shirts, pants, jackets, footwear, hats and caps, business uniforms

Services (Nice class & Statement)

35 (1) Providing digital marketing services to others, namely, email marketing services and search engine marketing services; computerized banking services, namely, electronic processing of check orders of others; advertising and directory services, namely, promoting the services of others by providing a web page featuring links to the websites of others; advertising, including promotion relating to the sale of articles and services for third parties by the transmission of advertising material and the dissemination of advertising messages on computer network; advertising, marketing and promotional services related to all industries for the purpose of facilitating networking and socializing opportunities for business purposes; arranging and conducting marketing promotional events for others; organization of promotions using audiovisual medium; advertising, promotion and marketing of special events; business marketing consulting services, namely, promoting the goods and services of others by providing database analysis, demographic profiling, database segmentation analysis, statistical analysis of business performance and reports, and by providing business planning services in the nature of building predictive models; providing marketing consulting in the field of social media; consumer survey services; distributorship services featuring office supplies; document copying and photocopying services; general business networking referral services, namely, matching entrepreneurs and businesses with other entrepreneurs, prospective business contacts, professionals, and goods and services providers; wholesale mail order catalog and wholesale distributorship services featuring personalized business products, namely, business forms, checks, stationery, folders, advertising, mail, and shipping labels, pricing guns, tags, gift certificates, coupons, self-inking stamps, greeting cards, calendars, business cards, postcards, note cards, calculators, organizers, tags, report covers, litter bags, floor mats, portable registers, binding machines and accessories; wholesale mail order catalog and wholesale distributorship services featuring personalized promotional products, namely, pens, pencils, key tags, picture frames, magnets, can holders, letter slitters, mouse pads, clocks, tote bags, screwdrivers, mugs, frequent buyer cards, doorknob hangers; wholesale dealership services featuring personalized business forms and supplies; mail order catalog services featuring business casual clothing; business consulting services in the field of business strategy, namely, business operational effectiveness, revenue generation and cost management; marketing, advertising and business consulting services, namely, design and development of marketing, advertising and promotional campaigns for others, tracking and reporting online marketing activities of others, creating corporate logos for others, preparing direct mailing list services; administration of business

- payroll for others; providing marketing services to others, namely, promotional services, couponing; providing customer relationship management services and scheduling services to others; consulting services in the field of improving client services, namely, customer satisfaction, loyalty and retention and customer referrals; promoting the goods and services of others through the administration of a reward and discount program for enabling participants to obtain rewards, discounts on travel related goods and services through use of a reward and discount membership card and account, promoting the travel related goods and services of others through the distribution of reward and discount cards and accounts and administration of a reward and discount program; business consulting services in the field of acquisition, onboarding, cross-selling and retention programs to small, medium and large banks and credit unions
- 36 (2) Providing digital payment services to others, namely, eCheck services, collection services, payables management services, and cash management services; financial services, namely, issuing stored-value cards and providing processing services in connection with stored-value card transactions; tax payment processing services and payroll tax debiting services; mailing list brokerage services, computerized banking services; checking account verification services; financial processing services, namely, electronic processing of checks, providing electronic processing of electronic funds transfer, ACH, credit card, debit card, electronic check and electronic payments
- 38 (3) Providing e-mail services and e-mail forwarding services; providing Internet chat rooms; providing on-line forums for transmission of messages among computer users concerning domain names, web hosting, e-commerce and web design
- 40 (4) Printing services; customized and digital on-demand printing services of bank checks, books and other documents, lithographic printing, offset printing; customized imprinting of checkbook covers, checkbook registers and journals, deposit tickets and rubber and self-inking stamps, blank and partially printed business and retail forms, stationery, promotional and anniversary products related to business, greeting cards and calendars, address and shipping labels, embossed foil seals; customized printing and embroidery services for promotional, advertising, and business purposes
- 41 (5) Entertainment services in the nature of providing an Internet website portal featuring musical, video, audio-video, and textual materials, namely, non-downloadable books, plays, pamphlets, brochures, newsletters, journals, and magazines, all on the subjects of sporting and cultural activities and a wide range of topics of general entertainment interest distributed over computer networks
- 42 (6) Providing web site creation services for others; providing temporary use of on-line non-downloadable software for web generation, email creating, and list collection and correction in the field of direct marketing, and for statistical analysis of business performances and reports; computer software installation services and

providing a web site featuring on-line non-downloadable software for enhancement services in the nature of updates and revisions rendered to users of software for processing financial transactions that allow financial institutions to capture, image, and key items at the branch, balance at the branch and centrally, and transmit work for downstream processing and clearing; application service provider (ASP) featuring software for modifying websites and website contact data in the field of administrating and managing website hosting businesses; application service provider supplying temporary use of non-downloadable software to create and manage electronic mail lists and customer profiles, electronic newsletters, marketing collateral, customer surveys, auto-responder messages, blog entries, RSS feeds, print-on-demand solutions and analytical reporting functions related to the same; computer consultation services in the field of search engine optimization; application service provider (ASP) providing temporary use of non-downloadable software to enable uploading, capturing, posting, showing, editing, playing, streaming, viewing, previewing, displaying, tagging, blogging, sharing, manipulating, distributing, publishing, reproducing, or otherwise providing electronic media, multimedia content, videos, movies, pictures, images, text, photos, user-generated content, applications, documents, audio content, and information via the Internet and other computer communications networks; providing temporary use of non-downloadable software to enable sharing of multimedia content and comments among computer users; providing temporary use of non-downloadable software to enable content providers to track multimedia content; providing temporary use of non-downloadable analytics software, namely, software that provides statistics about the behavior of viewers of online videos, movies, pictures, images, text, photos, games, and other user generated content; providing search engines for obtaining data via computer communications networks; computer services, namely, creating computer network-based indexes of information, sites and other resources available on global computer networks for others; searching and retrieving information, sites, and other resources available on global computer networks and other computer communication networks for others; computer services in connection with search engines, namely, search engine optimization; providing temporary use of non-downloadable software to create, manage and deliver newsletters via email; providing temporary use of non-downloadable software to create, post and manage Internet-based articles; providing temporary use of non-downloadable software for use in managing internet websites via a global computer network; providing temporary use of non-downloadable software for use in website management to web hosting business customers; providing a website featuring non-downloadable software for third party promoters to develop or design the software necessary to develop social media viral marketing campaigns to enable building social media viral promotional marketing campaigns for their company, client, brand or artist on their own, without the need for an

intermediary to develop or design the software necessary to develop social media viral marketing campaigns; computer software development in the field of mobile applications; providing temporary use of non-downloadable software to manage Internet websites and to provide instant messaging between users of websites; providing temporary use of non-downloadable software to create, manage and provide online commerce; providing temporary use of non-downloadable Internet-based, fax-to-email software application for fax functionality via Internet; providing email services to others, namely, fax to email conversion services; providing social media services to others, namely, creating an online community for the purpose of marketing within those communities for small businesses and small business customers and potential customers; computer security services for providing digital activation services to others, namely, enforcing, restricting and controlling access privileges of users of computing resources for cloud, mobile or network resources based on assigned credentials for on-line accounts or profiles on internet and social media platforms; providing temporary use of non-downloadable software to create and manage electronic mail lists and customer profiles, electronic newsletters, marketing collateral, customer surveys, auto-responder messages, blog entries, RSS feeds, print-on-demand solutions and analytical reporting functions related to the same; providing temporary use of on-line non-downloadable software for printing bank check and generating bank check reports; providing temporary use of non-downloadable software for financial institutions for providing financial analysis, financial reporting, asset liability management reporting and analysis, and product pricing; application service provider featuring software for use in enabling bank accountholders to transfer bill payees from one banking institution to another; providing temporary use of non-downloadable software for use in the banking industry to manage bank check and related programs by generating reports; providing temporary use of non-downloadable software rendered to users of remote deposit capture software for processing financial transactions that provides a web-based remote payment capture and processing through automated document scanning, archive interface, substitute check production, reports, host applications and image exchange network functions; providing temporary use of non-downloadable software rendered to users of remote deposit capture software for processing financial transactions that allows a financial institution to monitor and control risks associated with remote deposit capture, including components for transaction and dollar limits and pre-posting decisioning for items requiring review; providing temporary use of non-downloadable software rendered to users of remote deposit capture software for processing financial transactions that allows a financial institution to deposit personal or business checks via camera-equipped smartphone; providing temporary use of non-downloadable software rendered to users of remote deposit capture software for processing financial transactions that allows the user to deposit checks

electronically through the use of an industry-compliant flatbed scanner or all-in-one print/copy/fax machine; services rendered to users of software, namely, providing a web site featuring on-line software resources, namely, non-downloadable software for processing financial transactions via a web-based remote deposit capture solution that allows the user to scan checks and transmit the scanned images to a bank for posting and clearing without any need for physical transportation; providing temporary use of non-downloadable software for processing financial transactions that allows financial institutions to capture, image and key items at the branch, balance at the branch and centrally and transmit work for downstream processing and clearing; providing temporary use of non-downloadable software rendered to users of remote deposit capture software for processing financial transactions that provides a web-based remote payment capture and processing through automated document scanning, archive interface, substitute check production, reports, host applications and image exchange network functions

43 (7) Travel agency services, namely, providing information regarding reservations and bookings for temporary lodging, making reservations and bookings for temporary lodging, and providing information on temporary lodging by means of telephone, mail and/or a global computer network

45 (8) Domain name registration services; registration of domain names for identification of users on a global computer network; providing user authentication services for electronic commerce transactions over the Internet; fraud protection services, namely, services to aid in the prevention of check order fraud and the reduction of identity theft in the field of business and personal check ordering; fraud prevention services in the field of commercial and consumer financial services; providing end-user identity theft protection services for financial institutions and financial service providers; providing account risk screening services, namely, fraud and identity theft protection services of individual account holders for financial institutions and financial service providers

Claims

Priority Filing Date: January 23, 2020, Country or Office: UNITED STATES OF AMERICA, Application No. 88770831 in association with the same kind of goods and in association with the same kind of services

Action History

Action	Action date	Due date	Comments
Filed	2020-05-21		
Created	2020-05-21		
Formalized	2020-05-21		
Pre-Assessment Letter Sent	2022-06-09		Goods or Services Not Acceptable

Search Recorded	2024-07-19		
Examiner's First Report	2024-07-19	2025-01-19	
Extension of Time	2025-01-09	2025-07-19	Request Letter Date: 2025/01/07
Agent Changed	2025-07-10		From/De: 9912 To/A: 7338
Correspondence Created	2025-11-06	2026-05-06	
Correspondence Created	2025-12-22	2026-06-22	
Division Recorded	2026-02-09		Division to 2455047(0)