

Application number

2030453

Type(s)

Standard Characters

Category

Trademark

CIPO Status

OPPOSED

TM5 status

LIVE/APPLICATION/
Opposition Pending



The pending trademark application has been examined by the Office and was published for opposition, at which time one or more oppositions were filed but they have not yet been decided.

Filed

2020-05-26

Applicant

SCI LTD.
675 Cochrane Drive
North Tower, 4th Floor
Markham
ONTARIO L3R0B8

Agent

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

OPPONENT

Automotive Intelligence
Technologies Inc.
2572 Boul Daniel-Johnson
Laval
QUEBEC
H7T2R3

Index headings

TAQ AUTOMOTIVE INTELLIGENCE

Goods (Nice class & Statement)

9 (1) Downloadable web-based software applications and database management software for use in the fields of customer relationship management, business management, processing of sales, marketing analysis, and integrating business and sales data, all for the purpose of managing the business of automotive dealers and OEMs (Original Equipment Manufacturers); downloadable web-based software applications and database management software for automotive dealerships, OEMs (Original Equipment Manufacturers) and automotive aftermarket part suppliers; downloadable web-based software applications and database management software for automotive OEMs (Original Equipment Manufacturers) for enterprise management and automotive business and sales data analysis.

Services (Nice class & Statement)

35 (1) Business management, namely managing sales leads, processing of sales, creating and managing marketing campaigns and tracking customer information for automotive dealerships, OEMs (Original Equipment Manufacturers) and automotive aftermarket part suppliers; consulting services in the field of automotive sales management, management of marketing campaigns for others, customer relationship management, automotive dealership business operations and management, and business process re-engineering services, namely, advising clients concerning business processes and designing improved business processes for clients to reduce costs, increase efficiency and improve customer service.

42 (2) Providing non-downloadable web-based software applications and database management software for use in the fields of customer relationship management, business management, processing of sales, marketing analysis, and integrating business and sales data, all for the purpose of managing the business of automotive dealers and OEMs (Original Equipment Manufacturers); providing non-downloadable web-based software applications and database management software for automotive dealerships, OEMs (Original Equipment Manufacturers) and automotive aftermarket part suppliers; providing non-downloadable web-based software applications and database management software for automotive OEMs (Original Equipment Manufacturers) for enterprise management and automotive business and sales data analysis; Software as a Service (SaaS) provider, namely providing automotive OEMs (Original

Agent

PILLAR IP, INC.
 264 Salmon Point Rd
 Cherry Valley
 ONTARIO
 K0K1P0

Documents

[View documents](#)

Equipment Manufacturers) and automotive dealers access to software applications for use in the fields of processing of sales, marketing analysis, customer relationship management, and tracking sales leads for the automotive industry; Software as a service (SaaS) provider featuring non-downloadable web-based software applications and database management software in the fields of customer relationship management, business management, processing of sales, marketing analysis, and integrating business and sales data to allow automotive dealerships and automotive aftermarket part suppliers to exchange business and sales information.

Recordals (known also as Footnotes)**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2021-02-11

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 2030621

Security Agreement Placed on File / Accord de sécurité inscrit au dossier

DATE RECORDED / DATE CONSIGNEE: 2021-05-25

DATE OF CHANGE / DATE DE CHANGEMENT: 2021-05-25

COMMENTS / COMMENTAIRES: Comerica Bank

Voir Preuve au dossier/See evidence on File No. 1749213

Action History

Action	Action date	Due date	Comments
Filed	2020-05-26		
Created	2020-05-26		
Formalized	2020-05-26		
Amendment to Application	2021-02-11		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 2030621
Security Interest Placed	2021-05-25		Security Agreement Placed on File / Voir Preuve au dossier/See evidence on File No. 1749213
Pre-Assessment Letter Sent	2022-06-16		Goods or Services Not Acceptable
Search Recorded	2023-11-06		
Examiner's First Report	2023-11-06	2024-05-06	
Extension of Time	2024-05-02	2024-11-06	Request Letter Date: 2024 /04/30
Approved	2025-03-21		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-03-21		APPROVED BY PROGRAM EX200M1
Advertised	2025-04-23		Vol.72 Issue 3678
Opposed	2025-06-20		S/O filed electronically

Opposition History

Case # 1 : Automotive Intelligence Technologies Inc. - Active

Statement of Opposition

Action	Action date	Due date
S/O Filed	2025-06-20	
S/O Fee Received	2025-06-20	
S/O Sent to Applicant	2025-06-23	2025-12-14
S/O Forwarded for Review	2025-06-23	

Counter Statement

Action	Action date	Due date
Note to File	2025-08-22	
Extension of Time Granted to Applicant	2025-11-14	
C/S Served on Opponent	2025-12-03	2026-04-03
C/S Filed by Applicant	2025-12-03	

Evidence - Opponent

Action	Action date	Due date
Evidence Filed by Opponent	2026-03-27	
Evidence Served on Applicant	2026-03-27	

Evidence - Applicant

Action	Action date	Due date
Deadline to File Applicants Evidence	2026-03-27	2026-07-27

Interlocutory Motion

Action	Action date	Due date
Interlocutory Motion Received	2025-08-21	
Note to File	2025-08-22	
Correspondence Created	2025-08-26	2025-09-16
Correspondence Created	2025-11-14	
Interlocutory Ruling Issued	2025-11-14	

Amended Statement of Opposition

Action	Action date	Due date
Amended S/O Filed by Opponent	2025-09-16	

Correspondence Created	2025-09-26	2025-10-17
Amended S/O Accepted	2025-11-14	