

SEVENTH GENERATION CLEAN WITH PURPOSE & DESIGN — 2071275

Application number

2071275

Registration number

TMA1322178

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

2020-12-16

Registered

2025-06-13

Registration Expiry Date

2035-06-13

Registered Owner

Seventh Generation, Inc.
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Documents

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Index headings

SEVENTH GENERATION CLEAN WITH PURPOSE

7

7TH

Vienna information (Code & Description)

1.15.15	Drops
5.3.11	Other leaves
A 5.3.13	Stylized leaves
A 5.3.14	One leaf
5.5.19	Other flowers, blossoms -- Notes: (a) Including flowers or blossoms of trees (cherry trees, peach trees, apple trees) and of bushes. -- (b) Including flowers of protea and strelitzia.
A 5.5.22	Several flowers (except 5.5.7, 5.5.8, 5.5.18 and 5.5.23) -- Note: Not including surfaces or backgrounds covered with a repeated figurative element composed of flowers (25.7.25).
24.17.1	Punctuation marks
A 24.17.2	Dots
25.1.15	Labels, collarettes (bottle-neck labels) -- Note: Not including tie-on labels (20.5.15).
A 25.1.19	Other labels
25.3.1	Horizontally elongated surfaces
A 25.3.7	Elongated surfaces with entasis on one or two long sides
25.7.1	Surfaces or backgrounds covered with repeated geometrical figures or designs
A 25.7.7	Surfaces or backgrounds covered with dots
25.12.3	Moiré surfaces or backgrounds
26.2.1	Segments of circles or ellipses (except 26.2.7)
26.2.5	Joined or intersecting segments or sectors of circles or ellipses
A 26.2.15	Segments or sectors of circles or ellipses, semi-circles or semi-ellipses containing representations of animals, parts of animals, bodies or plants
A 26.2.24	Segments or sectors of circles or ellipses, semi-circles or semi-ellipses with dark surfaces or parts of surfaces
26.4.2	Rectangles
A 26.4.5	One quadrilateral
A 26.4.6	Quadrilateral figures with one or more convex or concave sides -- Note: Not including elongated surfaces with one or more convex or concave sides (25.3.1).
A 26.4.18	Quadrilaterals containing one or more letters
A 26.4.24	Quadrilaterals with dark surfaces or parts of surfaces
26.11.1	One line or one band
A 26.11.8	Horizontal lines or bands
A 26.11.10	Straight lines or bands
26.13.1	Stains, spots, blots, brush strokes
27.5.1	Letters presenting a special form of writing
A 27.5.11	Letters underlined, overlined, framed or barred by one or more strokes
29.1.6	White, grey, silver
29.1.3	Green

Colour claim

Colour is claimed as a feature of the trademark. SEVENTH GENERATION and CLEAN WITH PURPOSE are in white against green background. The leaf design is in gradated green transitioning from dark green at the bottom to light green at the top. The design with flowers and blossom in the background on the left is in purple. The segment of dot design on the left is in violet. The stroke design in the background on the right is in purple.

Goods (Nice class & Statement)

- 3 (1) Non-medicated personal soaps, namely, facial soap, bath soap, toilet soap, liquid hand soap, shower gel, bubble bath, body wash, shampoo for infants, children and adults; non-medicated skin care preparations; non-medicated diaper crème and ointment; non-medicated skin lotion, crème, body oil and body gel for infants, children and adults; pre-moistened, non-medicated baby wipes; disposable wipes impregnated with cleansing compounds for household cleaning; fabric softener for laundry use; dishwasher rinse aid; laundry bleach, laundry cleaning preparations, namely, fabric softener for laundry use, laundry detergent, laundry fabric conditioner, laundry pre-soak, laundry soap, laundry stain removal preparations; automatic dishwasher detergent; dish washing preparations, namely, dishwashing detergent, dish soap; detergent for machine dishwashing, drying agent for dishwashing machines, glass cleaning preparations, toilet cleaning preparations, all-purpose cleaning preparations, household surface cleaning preparations; household cleaning preparations for use in nurseries, namely, household surface cleaning preparations for nursery furniture; glass cleaning preparations; tub and tile cleaning preparations, namely, household surface cleaning preparations for bathtubs and tiles; shower cleaning preparations; sun block; sun block preparations

Action History

Action	Action date	Due date	Comments
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Created	2020-12-16		
Formalized	2020-12-16		
Pre-Assessment Letter Sent	2022-06-23		Goods or Services Not Acceptable
Search Recorded	2024-08-27		
Examiner's First Report	2024-08-27	2025-02-27	
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			APPROVED BY

Approval Notice Sent	2025-02-25		PROGRAM EX200M1
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