

LIKEWISE — 2080995

Application number

2080995

Type(s)

Standard Characters

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

2021-01-29

Applicant

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UNITED STATES OF
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Agent

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Documents

[View documents](#)

Index headings

LIKEWISE

LIKEWISE

Services (Nice class & Statement)

- 35 (1) Business-to-business value-added reseller services, namely, distributorship services in the field of wireless communications equipment and accessories; business-to-business logistic management services for others in the field of sourcing, inventory, customization, warehousing, distribution, retail delivery services of telecommunications goods; business management services, namely, reverse logistic management services for others in the field of repairs and return of telecommunications goods; arranging for others the repair and replacement of cell phone, wireless handset and mobile consumer devices; Value-added reseller services, namely, distributorship services in the field of wireless communications equipment and accessories; distributorship services in the field of high speed data products; distributorship services in the field of wireless broadband products; order fulfillment services; outsourcing services in the field of supply chain; supply chain management services; business consulting services relating to product distribution, operations management services, logistics, reverse logistics, supply chain, and production systems and distribution solutions; business management services, namely, managing logistics, reverse logistics, supply chain services, supply chain visibility and synchronization, supply and demand forecasting and product distribution processes for others; business logistic management services for others in the field of sourcing, inventory, customization, warehousing, distribution, retail delivery services of telecommunications goods; inventory management; outsource service provider in the field of business operation and management of a distribution center or warehouse facility containing inventory; business management services, namely, reverse logistic management services for others in the field of repairs and return of telecommunications goods; marketing consultation services for others in the field of wireless communications and telecommunications; pre-paid business consultation relating to logistics management; arranging for others the repair and replacement of consumer electronic and telecommunication equipment, including cell phone, wireless handset and mobile consumer devices; logistics management in the field of consumer electronic and telecommunications equipment, including cell phone, wireless handset and mobile consumer devices.
- 36 (2) Insurance services, namely, underwriting extended warranty and providing damage protection and insurance programs, including tech support, in the field of consumer electronic and telecommunication equipment, including

cell phone, wireless handset and mobile consumer devices, and other connected devices such as appliances, gaming devices and computers; facilitating and arranging for the financing of mobile devices including cellular phones; Financial services, namely, lending services and ancillary services to mobile telephony operators, original equipment manufacturers, and retailers rendered in connection with the purchase, leasing, issuance, receipt, transfer, and disposal of wireless products and accessories; Providing leasing solutions and ancillary services to mobile telephony operators, Original Equipment Manufacturers and Retailers for the acquisition, funding, financing, administration, and disposal of wireless products and related rights and such other activities as are incidental or ancillary thereto; including but not limited to residual value risk insurance, and establishing residual value risk positions.

Claims

Priority Filing Date: January 28, 2021, Country or Office: UNITED STATES OF AMERICA, Application No. 90/494,112 in association with the same kind of services

Recordals (known also as Footnotes)

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name and Address / Nom et adresse

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2022-01-18

DATE OF CHANGE / DATE DE CHANGEMENT: 2021-06-08

COMMENTS / COMMENTAIRES: FROM: Brightstar Corp.

TO: Likewize Corp.

Voir Preuve au dossier/See evidence on File No. 2080993

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

DATE RECORDED / DATE CONSIGNEE: 2024-08-29

DATE OF CHANGE / DATE DE CHANGEMENT: 2024-08-27

COMMENTS / COMMENTAIRES: Jefferies Finance LLC, as collateral agent

Action History

Action	Action date	Due date	Comments
Filed	2021-01-29		
Created	2021-01-29		
Formalized	2021-01-29		
Amendment to Application	2022-01-18		Name and Address / Voir Preuve au dossier/See evidence on File No. 2080993
Pre-Assessment Letter Sent	2022-06-28		Goods or Services Not Acceptable
Security Interest Placed	2024-08-29		
Search Recorded	2024-10-07		

Examiner's First Report	2024-10-07	2025-04-07	
Correspondence Created	2025-06-13	2025-12-13	
Correspondence Created	2026-03-13	2026-09-13	