

**Application number**

2098767

**Registration number**

TMA1226775

**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**

2021-04-09

**Registered**

2024-03-28

**Registration Expiry Date**

2034-03-28

**Registered Owner**

Coors Brewing Company  
3939 West Highland Blvd  
Milwaukee, Wisconsin 53208  
UNITED STATES OF  
AMERICA

**Agent**

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**Documents**

[View documents](#)

**Index headings**

BLUE MOON

B

**Vienna information (Code & Description)**

|           |                                                                                                   |
|-----------|---------------------------------------------------------------------------------------------------|
| 1.7.1     | Full moon, several moons                                                                          |
| 25.1.6    | Banderoles, cartouches                                                                            |
| 26.4.2    | Rectangles                                                                                        |
| A 26.4.5  | One quadrilateral                                                                                 |
| A 26.4.13 | Quadrilaterals containing representations of heavenly bodies or natural phenomena                 |
| A 26.4.16 | Quadrilaterals containing other figurative elements                                               |
| A 26.4.18 | Quadrilaterals containing one or more letters                                                     |
| A 26.4.24 | Quadrilaterals with dark surfaces or parts of surfaces                                            |
| 27.1.1    | Letters or numerals forming geometrical figures, written or typographical matter in perspective   |
| A 27.1.13 | Letters or numerals forming a figure in the shape of a band with one or more wavy or zigzag sides |
| 29.1.4    | Blue                                                                                              |
| 29.1.6    | White, grey, silver                                                                               |

**Colour claim**

Colour is claimed as a feature of the trademark. The words BLUE MOON appear in dark blue on a cream colour banner. The circle in the middle of the design is light blue with an outer ring of cream. The rectangular outside area is dark blue.

**Goods (Nice class & Statement)**

|    |                                                                                                                                                                                                                                                                                                                                   |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6  | (1) Metal taps for beer kegs; metal kegs; metal beer tap handles                                                                                                                                                                                                                                                                  |
| 11 | (2) Gas lighters                                                                                                                                                                                                                                                                                                                  |
| 14 | (3) Key chains                                                                                                                                                                                                                                                                                                                    |
| 16 | (4) Blackboards; cardboard coasters; coasters made of paper; coasters of cardboard; coasters of paper; napkin paper; pencils; pens; table napkins of paper; tablemats of paper;                                                                                                                                                   |
| 18 | (5) All purpose sport bags; all-purpose athletic bags; all-purpose carrying bags; athletic bags; bags made of leather; beach bags; beach parasols; beach umbrellas; carry-all bags; fanny packs; golf umbrellas; gym bags; tote bags; umbrellas; wallets                                                                          |
| 20 | (6) Mirrors                                                                                                                                                                                                                                                                                                                       |
| 21 | (7) Beer glasses; beer mugs; beer steins; beverage glassware; bottle openers; drink coasters; drinking glasses; drinking steins; insulating sleeve holder for beverage cups; menu card holders; paper and plastic cups; plastic cups; plastic jugs; portable beverage coolers; thermal insulated containers for food or beverages |
| 24 | (8) Bath towels; beach towels                                                                                                                                                                                                                                                                                                     |
| 25 | (9) Flip-flops; hats; sweat shirts; swimsuits; t-shirts                                                                                                                                                                                                                                                                           |
| 28 | (10) Golf bags; golf ball markers; golf balls                                                                                                                                                                                                                                                                                     |

- 32 (11) Beer; beer-based beverages; beer-based cocktails; beers  
 33 (12) Alcoholic malt-based coolers  
 34 (13) Cigarette lighters; match books; match boxes

**Services (Nice class & Statement)**

- 35 (1) Promotional sponsorship of entertainment, educational and cultural events  
 36 (2) Sponsoring the events of third parties to promote the sale of beer and beverages  
 41 (3) Organizing and conducting exhibitions for educational, cultural or entertainment purposes; entertainment in the form of music festivals, concerts, art-related events, art shows, sporting events, theatrical events, video gaming related events and cultural activities to promote beer and beverages; providing online educational information in the field of beer and beverages; educational and entertainment services in the nature of providing classes and instruction in the fields of beer and beverages, including classes such as beer tasting, beer making, cocktail preparation, beer and cocktail serving, and beer, cocktail and wine pairings with foods  
 43 (4) Bar and restaurant services; brewpubs; providing restaurant services; pubs; restaurant services; tavern services

**Recordals (known also as Footnotes)**

**Owner Address Change / Changement d'adresse du propriétaire**  
 DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2021-07-23  
 COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 551836

**Action History**

| Action                     | Action date | Due date   | Comments                                                                      |
|----------------------------|-------------|------------|-------------------------------------------------------------------------------|
| Filed                      | 2021-04-09  |            |                                                                               |
| Created                    | 2021-04-09  |            |                                                                               |
| Formalized                 | 2021-04-09  |            |                                                                               |
| Amendment to Application   | 2021-07-23  |            | Owner Address Change / Voir Preuve au dossier/See evidence on File No. 551836 |
| Pre-Assessment Letter Sent | 2022-06-30  |            | Goods or Services Not Acceptable                                              |
| Search Recorded            | 2023-04-18  |            |                                                                               |
| Examiner's First Report    | 2023-04-18  | 2023-10-18 |                                                                               |
| Approved                   | 2023-12-14  |            | APPROVED BY PROGRAM EX200M1                                                   |
| Approval Notice Sent       | 2023-12-14  |            | APPROVED BY PROGRAM EX200M1                                                   |
| Advertised                 | 2024-01-10  |            | Vol.71 Issue 3611                                                             |

|                      |            |            |  |
|----------------------|------------|------------|--|
| Registration Pending | 2024-03-28 |            |  |
| Registered           | 2024-03-28 | 2034-03-28 |  |