BEST BUY TOTALTECH & Design — 2160178

Application number
2160178

Registration number
TMA1320350

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
2022-01-13

Registered
2025-06-06

Registration Expiry Date
2035-06-06

Registered Owner
BBY Solutions, Inc.
7601 Penn Ave S
Richfield, MN 55423
UNITED STATES OF AMERICA

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Documents
View documents

Index headings

BEST BUY TOTALTECH
TOTAL TECH
Y

Vienna information (Code & Description)

20.5.15	Tie-on labels
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.
29.1.8	Black
29.1.2	Yellow, gold

Colour claim

Colour is claimed as a feature of the trademark. The colours black and yellow are claimed as a feature of the mark. The mark consists of the words "BEST BUY" stacked on top of the word "TOTALTECH" in black stylized font, with a yellow tag design with a black hole to the right of the "Y" in "BUY" and above the words "TOTALTECH".

Services (Nice class & Statement)

35	(1) Retail store services and online retail store services in the field of consumer electronics and home appliances featuring a bonus incentive program for customers; Customer loyalty program services featuring rewards in the form of discounts on purchases, discounted and expedited shipping services, early access to retail discounts, products, and exclusive offers, warranty and service plans for consumer electronics and appliances, technical support services, concierge services, and extended product return policies; Subscription management services for consumer electronics and appliance service and warranty plans; Administration of a discount program enabling participants to obtain discounts on purchases, discounted and expedited shipping services, early access to retail discounts, products, and exclusive offers, warranty and service plans for consumer electronics and appliances, technical support services, concierge services, and extended product return policies; Administration of a consumer membership program for enabling participants to receive discounts on purchases, discounted and expedited shipping services, early access to retail discounts, products, and exclusive offers, warranty and service plans for consumer electronics and appliances, technical support services, concierge services, and extended product return policies
36	(2) Providing extended warranty service contracts on consumer electronics equipment and major household

	appliances of others
37	(3) Installation, maintenance and repair of consumer electronics and appliances; Technical support services, namely, troubleshooting in the nature of repair of consumer electronics and computer hardware, and technical advice related to the installation and repair of consumer electronics and appliances; Computer hardware maintenance and repair consulting services; 24-hour online and telephone support services for troubleshooting in the nature of repair and tune-up of consumer electronics; Providing information and online information about the installation and service of consumer electronics and appliances
42	(4) Computer virus protection services; Providing information and online information to consumers regarding the implementation and use of computer hardware and software; Technical support services, namely, troubleshooting of computer software problems; Providing online tools in the nature of non-downloadable software to check for viruses, security threats, internet connection tests and other computer troubleshooting
45	(5) Concierge services for others comprising of making requested personal arrangements and reservations and providing customer-specific information to meet individual consumer electronics and appliance needs

Claims

Priority Filing Date: August 23, 2021, Country or Office: UNITED STATES OF AMERICA, Application No. 90896366 in association with the same kind of services

Action History

Action	Action date	Due date	Comments
Filed	2022-01-13		
Created	2022-01-13		
Formalized	2022-01-13		
Pre-Assessment Letter Sent	2022-07-13		Goods or Services Not Acceptable
Agent Name Changed	2024-09-27		
Agent Name Changed	2024-09-27		
Search Recorded	2025-02-07		
Approved	2025-02-17		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-02-17		APPROVED BY PROGRAM EX200M1
Advertised	2025-03-19		Vol.72 Issue 3673
Registration Pending	2025-06-06		
Registered	2025-06-06	2035-06-06	
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Agent Changed	2026-04-21		To: 59