

**BOND. — 2166584**

**Application number**

2166584

**Registration number**

TMA1296411

**Type(s)**

Standard Characters

**Category**

Trademark

**CIPO Status**

REGISTERED

**TM5 status**

LIVE/REGISTRATION/Issued  
and Active



The trademark application has  
been registered with the Office.

**Filed**

2022-02-15

**Registered**

2025-03-05

**Registration Expiry Date**

2035-03-05

**Registered Owner**

BOND BRAND LOYALTY ULC  
25 KING ST W, SUITE 2000  
TORONTO  
ONTARIO M5L2A1

**Agent**

OPEN IP CORPORATION  
260 Adelaide Street East, Unit  
71  
Toronto  
ONTARIO M5A1N1

**Documents**

[View documents](#)

**Index headings**

BOND.

**Services (Nice class & Statement)**

- 35 (1) Development, administration, and management of customer loyalty programs; Marketing, advertising and promotional services for others; Providing information in the field of branding, marketing, and advertising for others; collection and provision of market research and market research information; Collection, provision and analysis of market research data and statistics; business marketing and advertising the goods and services of others; developing marketing strategies and marketing concepts for others; provision of marketing reports; customer relationship management; Providing information in the field of customer engagement, attitudes, and behaviours; Customer research; Providing advice relating to the analysis of customer buying habits; Brand management services; brand campaign services; brand architecture services; brand strategy, development and creative ideation services; social media strategy, development and creative ideation services; Business consultation, namely, consultation in the field of customer engagement, experience, motivation, and loyalty, and frequency of customer communication and transaction; design, development, execution and maintenance of customer acquisition, customer retention, and brand advocacy programs which promote the sale of goods and services of others; Providing information in the field of branding and marketing via a website; consultancy, advice and information relating to branding, marketing and advertising services for others; providing consultancy, advice and information relating to branding, marketing and advertising services for others via a website
- 42 (2) Website design and development services; brand design for others; Online non-downloadable software for customer relationship management, customer loyalty programs, customer engagement, and customer experience; online non-downloadable software for developing, managing, administering, and monitoring performance of loyalty and incentive programs; online non-downloadable software for customer tracking, customer profiling, tracking customer engagement, customer acquisition, customer retention, customer information, and monitoring, tracking, and profiling consumer activities; online non- downloadable software for communicating with customers, and customer social engagement; online non-downloadable software for communicating with customers; online non- downloadable software for directed marketing and advertising; Online non-downloadable software for providing employee information, and monitoring and tracking of employee activities and performance; online non-downloadable software for employee training,

development, and experience; online non-downloadable software for educational programming in the field of employee performance; Online non-downloadable software for employee learning management; Online non-downloadable software for brand advocacy programs; online non-downloadable software for marketing and advertising the goods and services of others; online non-downloadable software for developing and managing a website; online non-downloadable software for electronic commerce; Online non-downloadable software for facilitating interaction and communication between humans and artificial intelligence (AI); online non-downloadable software, namely, an interpretive interface for facilitating interaction between humans and machines; online non-downloadable chatbot software; Online non-downloadable software for security and fraud management; Online non-downloadable software for data processing, management and analytics

**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: 2023-06-15

DATE OF CHANGE / DATE DE CHANGEMENT: 2023-05-01

COMMENTS / COMMENTAIRES: FROM/DE: Bond Brand Loyalty Inc.

TO/A: BOND BRAND LOYALTY ULC

**Action History**

Action	Action date	Due date	Comments
Filed	2022-02-15		
Created	2022-02-15		
Formalized	2022-02-15		
Pre-Assessment Letter Sent	2022-07-14		Goods or Services Not Acceptable
Amendment to Application	2023-06-15		Name and Address/Nom et address
Search Recorded	2024-06-06		
Examiner's First Report	2024-06-06	2024-12-06	
Approved	2024-11-21		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2024-11-21		APPROVED BY PROGRAM EX200M1
Advertised	2024-12-18		Vol.71 Issue 3660
Registration Pending	2025-03-05		
Registered	2025-03-05	2035-03-05	