

## NOVUS DIAMONDS — 2178000

### Application number

2178000

### Type(s)

Standard Characters

### Category

Trademark

### CIPO Status

DEFAULT - 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

2022-04-07

### Applicant

MDL MERCHANTS  
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TORONTO  
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### Documents

[View documents](#)

### Index headings

NOVUS DIAMONDS

### Services (Nice class & Statement)

#### Classification data

#### Disclaimer

The classification data is provided for information and searching purposes only. CIPO does not warrant the accuracy of the classes assigned to the trademark. This data has no legal value of any kind.

(1) WARES: (1) Loose diamonds and set diamonds; coloured gemstones; jewellery; packaging material namely boxes and protective sheaths for carrying and storing diamonds and coloured gemstones; diamond and coloured gemstone supplies namely magnifying loops and tweezers; and educational and promotional materials namely pre-recorded video-tapes. SERVICES: (1) Wholesale sales of both loose and set diamonds and coloured gemstones to jewellers, jewellery designers, jewellery manufacturers, goldsmiths, and to other retail outlets and marketing of both loose and set diamonds and coloured gemstones using magazine advertisements, promotional videos, brochures, mail-outs, cards and price lists; retail sales of diamonds, coloured gemstones and jewellery; promotion of diamond cutting from the rough to the public, jewellers and jewellery manufacturers; diamond and coloured gemstone laser engraving services. WARES: (1) Diamonds, gemstones, jewellery, and packaging, (merchandise), supplies, educational and promotional materials therefore, namely printed, embossed or engraved educational and promotional materials and namely signs, posters, banners, decals, brochures, pamphlets, price lists, certificates, display stands, ad mats, seals, trade show booth displays, leaflets and newspaper, and magazine advertisements; video, internet and television advertisements; all company merchandise to promote certified diamonds, namely, shirts, bags, hats, magnifying loupes and diamond sheaths and papers. SERVICES: (1) Sale of diamonds, gemstones, and jewellery; marketing and promotion of diamonds, gemstones and jewellery, namely, television advertisements, radio advertisements, newspapers, magazines, brochures, postcards, ad-mats, posters, stickers, certificates, packaging materials and display stands; laser engraving of diamonds, gemstones and jewellery.

35 - Advertising, marketing, promotional and business  
40 - Treatment of materials

### Action History

Action	Action date	Due date	Comments
Filed	2022-04-07		
Created	2022-04-07		
Formalized	2022-04-07		
Pre-Assessment Letter Sent	2022-05-20		Multiple Reasons

Search Recorded	2025-02-25		
Examiner's First Report	2025-02-25	2025-08-25	
Correspondence Created	2025-07-29	2026-01-29	
Default Notice Sent	2026-02-16	2026-04-16	
Default Removed	2026-04-15		
Default Notice Sent	2026-04-15	2026-06-15	Defaulting Action Date: 2025/07/29
Correspondence Created	2026-04-15	2026-06-15	