

HABU — 2198377

Application number

2198377

Registration number

TMA1399061

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

2022-07-15

Registered

2026-04-01

Registration Expiry Date

2036-04-01

Registered Owner

Habu, Inc.
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Agent

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Documents

Index headings

HABU

Services (Nice class & Statement)

42 (1) Platform as a service (PAAS) featuring computer software platforms for retrieving, tracking, analyzing, displaying, visualizing, optimizing, testing, measuring and managing customer data in the field of customer service; Platform as a service (PAAS) featuring computer software platforms for customer data analysis in the field of customer service; Platform as a service (PAAS) featuring computer software to allow companies to securely share customer data in the field of customer service; Platform as a service (PAAS) featuring computer software platforms for creating advertisements for third parties in digital marketplaces, interacting with customers using advertising in the field of customer service, conducting marketing analysis of engaged customer base and analyzing gathered customer data in the field of customer service; Platform as a service (PAAS) featuring computer software platforms for marketing analysis; on-line non-downloadable software platform that allows customers to advertise and promote products and services to consumers, target advertising to consumer populations, select relevant advertisements, generate and manage advertising and marketing campaigns, and monitor consumer responses; platform as a service (PAAS) and cloud computing featuring computer software and software platforms for collecting, analyzing, storing, tracking, reporting, and managing data analytics information derived from multiple input sources, events, and triggers in the fields of customer service, customer relationship management information, and intelligent event processing and actionable insights for marketing analysis; Software as a service (SAAS) services featuring computer security software for data privacy management, predictive segmentation, and unified identity data privacy management; Providing an online, non-downloadable cloud-based software platform for aggregating and processing business and customer data in the field of marketing and business

Action History

Action	Action date	Due date	Comments
Filed	2022-07-15		
Created	2022-07-15		
Formalized	2022-07-15		
Pre-Assessment Letter Sent	2022-07-22		Goods or Services Not Acceptable
Search Recorded	2025-03-14		
Examiner's First Report	2025-03-14	2025-09-14	
Approved	2025-10-30		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-10-30		APPROVED BY PROGRAM EX200M1
Advertised	2026-01-14		Vol.73 Issue 3716
Registration Pending	2026-04-01		
Registered	2026-04-01	2036-04-01	