

Application number
2217365

Registration number
TMA1254989

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
2022-10-20

Registered
2024-09-09

Registration Expiry Date
2034-09-09

Registered Owner
CIRCLE K STORES INC.
1130 West Warner Road
Building B
Tempe, AZ 85284
UNITED STATES OF
AMERICA

Agent
CAIN LAMARRE, S.E.N.C.R.L.
1-500 GRANDE ALLÉE E
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QUÉBEC G1R2J7

Documents
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Action History

Index headings

CIRCLE K MAXPROTECTION
MAX PROTECTION

Vienna information (Code & Description)

24.17.20	Check signs
26.1.1	Circles
A 26.1.3	One circle or ellipse
A 26.1.16	Circles or ellipses containing other figurative elements
A 26.1.24	Circles or ellipses with dark surfaces or parts of surfaces
A 26.1.26	Circles or ellipses with cutout areas
26.7.5	Circles or ellipses with one or more other quadrilaterals
26.1.1	Circles
A 26.1.3	One circle or ellipse
A 26.1.18	Circles or ellipses containing one or more letters
26.4.2	Rectangles
26.4.4	Other irregular parallelograms, trapezia and quadrilaterals, quadrilaterals containing one or more rounded corners
A 26.4.5	One quadrilateral
26.4.10	Quadrilaterals containing one or more circles, ellipses or polygons
A 26.4.18	Quadrilaterals containing one or more letters
A 26.4.24	Quadrilaterals with dark surfaces or parts of surfaces
29.1.1	Red, pink, orange
29.1.6	White, grey, silver
29.1.4	Blue

Colour claim

Colour is claimed as a feature of the trademark. For the first part of the mark which is comprised of a circle with a check mark, the colors are the following: the circle is red and checkmark is white. For the second part of the mark which consists of a label with the word CIRCLE, the K DESIGN and the word MaxProtection, the colors are the following: the background of the label is blue, the words CIRCLE and MaxProtection are white and the colors applied to the K design which is comprised of a circle and the letter K are white for the circle and blue for the letter K.

Services (Nice class & Statement)

37	(1) Vehicle polishing; vehicle washing; petrol refuelling services for motor vehicles; vehicle lubrication; refuelling and maintenance vehicle service stations.
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Action	Action date	Due date	Comments
Filed	2022-10-20		
Created	2022-10-20		
Formalized	2022-10-20		
Pre-Assessment Letter Sent	2022-10-27		Goods or Services Not Acceptable
Search Recorded	2024-03-22		
Examiner's First Report	2024-03-22	2024-09-22	
Approved	2024-05-23		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2024-05-23		APPROVED BY PROGRAM EX200M1
Advertised	2024-06-19		Vol.71 Issue 3634
Registration Pending	2024-09-09		
Registered	2024-09-09	2034-09-09	
Agent Changed	2025-04-14		From/De: 17421 To/A: 23480
Agent Changed	2025-10-03		From: 23480 To: 23526