

Application number

2217380

Registration number

TMA1252437

Type(s)

Three-dimensional (3-D)

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

2024-08-23

Registration Expiry Date

2034-08-23

Registered Owner

Kellanova
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Agent

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Documents

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Action History

Trademark description

The trademark consists of the smiling face design applied to the surface of a three dimensional cracker. The shape of the cracker shown in dashed lines does not form part of the trademark but is included merely to show the positioning of the claimed features of the trademark.

Vienna information (Code & Description)

1.15.1	Rainbows
2.9.4	Eyes -- Note: Including eyes with or without eyebrows and eyes with tears.
2.9.8	Lips, mouths, tongues
4.5.2	Personified objects, combinations of objects representing a personage
4.5.7	Smiley faces
8.1.9	Small biscuits
A 8.1.10	Small biscuits of round shape (except a 8.1.12)
26.2.1	Segments of circles or ellipses (except 26.2.7)
26.2.5	Joined or intersecting segments or sectors of circles or ellipses
26.2.7	Semi-circles, semi-ellipses

Goods (Nice class & Statement)

30 (1) Crackers

Recordals (known also as Footnotes)

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom
DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-12-12
DATE OF CHANGE / DATE DE CHANGEMENT: 2023-09-29
COMMENTS / COMMENTAIRES: FROM/DE: KELLOGG COMPANY
TO/A: Kellanova

Action	Action date	Due date	Comments
Filed	2022-10-20		
Created	2022-10-20		
Formalized	2022-10-20		
Amendment to Application	2023-12-12		Name/Nom
Search Recorded	2024-05-03		
Approved	2024-05-09		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2024-05-09		APPROVED BY PROGRAM EX200M1
Advertised	2024-06-05		Vol.71 Issue 3632
Registration Pending	2024-08-23		
Registered	2024-08-23	2034-08-23	