

**Application number**

2226736

**Registration number**

TMA1357075

**International Registration Number**

1700439A

**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**

2022-09-27

**International Registration**

2022-09-27

**Registered**

2025-11-07

**Registration Expiry Date**

2032-09-27

**Registered Owner**

DAZN Limited  
12 Hammersmith Grove  
London W6 7AP  
UNITED KINGDOM

**Agent**

CASSELS BROCK &  
BLACKWELL LLP

**Index headings**

DAZN BET

**Vienna information (Code & Description)**

- 26.4.1 Squares
- A 26.4.6 Quadrilateral figures with one or more convex or concave sides -- Note: Not including elongated surfaces with one or more convex or concave sides (25.3.1).
- 26.4.9 Several quadrilaterals juxtaposed, joined or intersecting
- A 26.4.18 Quadrilaterals containing one or more letters
- A 26.4.24 Quadrilaterals with dark surfaces or parts of surfaces

**Goods (Nice class & Statement)**

- 9 (1) Downloadable and recorded computer game software for betting, gaming and gambling services and database management; electronic interactive computer games; downloadable and recorded computer game software and computer game programs for distribution to, and for use by, users of a betting and gaming services to access betting and gaming services; apparatus for recording, transmission or reproduction of sound and images, namely, sound projectors, sound amplifiers, electric cables for the transmission of sounds and images, optical fibers for the transmission of sounds and images, and sound bars; blank magnetic data carriers, and blank recording discs; blank compact discs, blank DVDs and other digital recording media being blank digital audio tapes, blank digital video discs; computer game software; downloadable computer programs for streaming, broadcasting, transmission of sound and images to computers, televisions and mobile phones; downloadable computer programs for streaming, broadcasting and transmitting audiovisual content in the field of sports; downloadable computer programs for playing computer games; computer software applications, downloadable for streaming, broadcasting, transmission or reproduction of sound and images; computer software applications, downloadable, for streaming, broadcasting and transmitting audiovisual content in the field of sports; computer hardware; computer memory devices, namely flash memory cards, flash memory chips, integrated circuit [IC] memory cards, computer memory boards and blank USB cards; computer hardware for data processing; downloadable image files containing images of sports and sporting events; downloadable music files; electronic publications, downloadable in the nature of books, articles, magazines and newsletters in the field of sports; digital media streaming devices, namely, smart phones, smart TV, computers, and tablet computers; computer software for use in the encryption and decryption of digital files, including audio, video, text, binary, still images, graphics and multimedia files; downloadable multimedia file

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ONTARIO M5H0B4

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12 Hammersmith Grove  
London W6 7AP  
UNITED KINGDOM

**Documents**

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containing artwork, text, audio, video, games, and internet web links relating to sports; downloadable films and television programs featuring sports content provided via a video-on-demand service; computer application software for mobile phones, portable media players and handheld computers, namely, software for streaming, broadcasting and transmitting audiovisual content in the field of sports; computer game software for use on mobile and cellular phones; downloadable podcasts in the field of sports; computer software for use in the encryption and decryption of digital files, including audio, video, text, binary, still images, graphics and multimedia files; computer game programmes downloadable via the internet; downloadable electronic publications in the nature of books, magazines and newsletters in the field of sports; downloadable mobile application software for use on computers and mobile devices for playing fantasy sports games based on player statistics and rankings; downloadable and recorded computer software development tools, namely downloadable computer application software for developing computer game software and computer game programs for distribution to, and for use by, users of a betting and gaming services to access betting and gaming services; mobile application software to enable recording, transmitting, showing, uploading, creating, posting, editing, displaying, sharing, streaming, reviewing, and commenting on, film and television programs, audio and audiovisual programs and sports programs; computer software for creating computer games; downloadable multimedia news podcasts; applications for mobile phones in the form of downloadable sports games; downloadable television shows and movies.

**Services (Nice class & Statement)**

- 35 (1) Advertising for others through electronic display panels, advertising on the Internet for others, advertising the goods and services of others, business management, business administration, providing office functions for others namely, business administration consultancy, secretarial services, receptionist services, photocopying services, on-line data processing of images and sound of sports and sporting events, business administration of consumer loyalty programs, namely, organisation, operation, management and supervision of customer loyalty incentive schemes, business administration of consumer loyalty programs, namely, organisation and administration services in relation to the supply of benefits for customer loyalty incentive schemes, sales promotion through customer loyalty incentive schemes for others, business and trade competitions, namely, arranging and conducting of meetings for the sole purposes of holding business competitions for businesses to compete for seed capital, business marketing support, and business tech support to facilitate business activities, rental of advertising space online to others, rental of advertising time in communication media, publication of publicity materials of third parties through electronic

communications networks, mobile applications and television broadcasting, promotion of products and services of third parties through electronic communications networks, mobile applications and television broadcasting, advertising services, namely, promotion of goods and services of others through promotional contest games and quizzes, advertising, namely, promotion and marketing of products and services of third parties through sponsoring arrangements and licence agreements relating to international sports events, compilation, management, updating and maintenance of databases, systemisation of data in computer databases, database management, namely, compilation, management, updating and maintenance of data into computer databases, arranging subscriptions to restricted-access sports media packages for others, arranging subscriptions to restricted-access sports broadcasting and streaming services for others, arranging subscriptions to restricted-access audiovisual content, multimedia content, television programmes, video recordings, audio-visual recordings, movies, music, publications, magazines, text, information and data, for others, consultancy, advisory and information services relating to any of the aforesaid services, all the aforesaid services provided through communication networks, global computer networks, cable, satellite, including provided on-line from a computer, a computer database, the Internet, websites, social media, search engines, mobile applications, digital applications, wireless devices, mobile devices, gaming consoles, blogs or other communication channels.

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(2) Financial services, namely, financial sponsorship and funding of television programmes, audiovisual content and multimedia content, and financial sponsorship of sporting events and sports teams, financial services relating to betting, gaming, gambling, lotteries or book making, namely, money lending, provision of financial information relating to betting, gaming, gambling, lotteries or book making services, information, advice and assistance relating to the aforementioned services, issuing of prepaid vouchers exchangeable for goods or services and tokens of value in relation to customer loyalty incentive schemes.

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(3) Telecommunications services in the nature of transmission of sporting events both live and on-demand, and providing multiple-user access to a global computer network; providing multiple-user access to a global computer network allowing users access to gaming and betting information and services over the Internet, other global networks and via telephony, in particular mobile telephones; transmission of radio and television programmes by satellite; streaming of live television and radio; broadcasting and streaming of audio and video recordings of live cultural, entertainment and sports events via the internet; providing Internet chat room services; transmission and communication services, namely, transmission of graphics to mobile telephones, televisions, computers, tablets and other portable devices; transmission of sound and pictures; computer aided transmission of messages and images; electronic mail services; telecommunication of information, namely,

telecommunication services, namely, providing computer network access via fiber optic networks; providing information in the field of telecommunication, namely, providing information about network performance of wireless networks and network coverage; providing on-line communications links which transfer the web site user to other local and global web pages, namely, providing access to a website portal containing links to computer databases and websites on the Internet via telephony, mobile telephones on the Internet and via telephony for mobile telephones; cable television broadcasting; providing telecommunications connections to a global computer network; television broadcasting; video on demand transmission; wireless broadband communication services, namely the broadband transmission of live broadcasts of audio and video recordings of cultural, entertainment and sports events via the internet; wireless broadcasting; streaming services via the Internet of sports and sporting events; streaming of audio, visual and audiovisual material via a global computer network; electronic transmission and streaming of digital media content for others via global and local computer networks, namely, broadcasting and transmission services, offering live streaming of cultural, entertainment and sports events via the internet; video-on-demand transmission services; broadcasting of radio and television programmes; broadcasting of video and audio programming over the internet; broadcasting services and provision of telecommunication access to video and audio content provided via a video-on-demand service via the internet; telecommunication services, namely, transmission of voice, data, graphics, images, audio and video by means of telecommunications networks, wireless communication networks, and the internet; telecommunication services, namely, transmission of podcasts; streaming of audio and video via the internet featuring music, movies, news, and sports; streaming of television shows and movies via the internet; broadcasting of radio and television programmes; subscription television broadcasting.

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(4) Entertainment services, namely, entertainment in the nature of sports and sporting events, and entertainment in the nature of a continuing program about sports accessible by radio, television and computer networks, betting, gaming and gambling services, betting, gaming services in the nature of casino gaming and gambling services, credit card based betting, gaming, gambling, lottery and book making services being gambling services, organising and conducting lotteries, electronic betting, gaming, gambling and lottery services provided by means of the Internet, via a global computer network, on-line from a computer network database, via telephony for mobile telephones, and via a television channel, gaming services in the nature of conducting computer game tournaments featuring interactive skill-based games in the nature of computer games and gaming in the nature of computer games in particular single and multi-player gaming formats, organization, arranging and conducting of sports competitions, namely, presentation and production of sports competitions, tournaments, in the field of computer

games, soccer, football, boxing, darts, mixed martial arts, golf, car races, wrestling, rugby, and tennis, games in the nature of computer games, and gaming in the nature of computer games, organisation and conducting competitions in the field of soccer, football, boxing, darts, mixed martial arts, golf, car races, wrestling, rugby, tennis, remote gaming services provided online via a computer network, namely, providing online computer games, gambling information provided on-line from a computer database and via the Internet, electronic games services provided by means of the Internet, namely, providing online computer games, electronic games services provided by means of the Internet, organisation of games, game services provided on-line, services for the operation of computerised skill games, namely, providing online computer games, information relating to online gaming provided on-line via a computer database and the Internet, information and advisory services relating to the aforesaid services; education services, namely, providing classes in the field of sports; providing of training in the field of sports; sporting and cultural activities, namely, organization of community sports and cultural events, conducting of sports competitions; organization of sports competitions; production of radio and television programs; rental of motion pictures; television entertainment, namely, entertainment services in the nature of ongoing television programs in the field of sports, entertainment in the nature of television news shows; providing on-line electronic publications, not downloadable in the nature of newsletters, books, articles, magazines in the field of sports; providing on-line videos, not downloadable in the field of sports; entertainment services, namely, production and distribution of television and interactive television programming distributed over cable television, satellite television and internet webcasts; provision of non-downloadable films and television programmes via a video-on-demand service; conducting of sports competitions; entertainment and educational services in the nature of on-line competitions in the field of entertainment, education, culture, sports, and other non-business and non-commercial fields; entertainment in the nature of providing an informational and entertainment website in the fields of entertainment, sports and fitness; entertainment in the nature of fantasy sports leagues; organisation of sports competitions; providing via website entertainment information in the field of sports; providing information relating to sports and sporting events; entertainment services, namely, providing video podcasts in the field of sports; entertainment services, namely, an ongoing multimedia program featuring sports distributed via various platforms across multiple forms of transmission media; entertainment services in the nature of development, creation, production and post-production services of multimedia entertainment content; entertainment services, namely, providing temporary use of non-downloadable electronic games; non-downloadable electronic publications in the nature of books, magazines and newsletters in the field of sports; entertainment services, namely, production and distribution of ongoing television

programs in the field of sports; entertainment services, namely, streaming audio and video such as music, movies, television shows, music videos, news and sports webcasts via a website; entertainment services in the nature of non-downloadable television shows and movies transmitted via the internet; entertainment in the form of television shows; entertainment services in the nature of non-downloadable television shows and movies transmitted via the internet.

**Claims**

Priority Filing Date: April 06, 2022, Country or Office: UNITED KINGDOM, Application No. UK00003774681 in association with the same kind of goods and in association with the same kind of services

**Recordals (known also as Footnotes)**

**Change of Ownership of International Registration / Changement de titulaire de l'enregistrement international**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2024-06-19  
 DATE OF CHANGE / DATE DE CHANGEMENT: 2024-04-17  
 COMMENTS / COMMENTAIRES: From: DAZN BRAND LICENSING LIMITED To: DAZN Limited

**Action History**

Action	Action date	Due date	Comments
Filed	2022-09-27		Registration
International Registration	2022-09-27	2032-09-27	
Created	2022-12-07		
Formalized	2022-12-07		
Designation Notification - Madrid Protocol	2022-12-08	2024-06-08	
Agent Changed	2023-02-24		From/De: To/A: 7637
Notification of Possible Opposition Sent	2023-10-09		
Search Recorded	2023-11-14		
Examiner's First Report	2023-11-14	2024-05-14	
Total Provisional Refusal	2023-11-14	2024-05-14	
Partial Ownership	2024-06-20		From: DAZN BRAND LICENSING LIMITED To: DAZN Limited Effective date: 2024-04-17
Agent Changed	2024-07-16		From/De: To/A: 7637
Correspondence Created	2025-01-07	2025-07-07	
Approved	2025-06-09		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-06-09		APPROVED BY PROGRAM EX200M1

Advertised	2025-08-20		Vol.72 Issue 3695
Opposition Start Date Notice Sent	2025-08-20		Requested on 2025/08/20 00:30:04 in program jr500m1
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Registered	2025-11-07		
Statement of Grant of Protection Sent (following a Provisional Refusal)	2025-11-10		