

MAURTEN — 2262538

Application number

2262538

Registration number

TMA1359002

International Registration Number

1733568

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

2023-04-06

International Registration

2023-04-06

Registered

2025-11-14

Registration Expiry Date

2033-04-06

Registered Owner

Maurten AB
Gibraltargatan 1A
SE-411 32 Göteborg
SWEDEN

Agent

MOFFAT & CO.
P.O. Box 2088, Station D
Ottawa

Index headings

MAURTEN

Goods (Nice class & Statement)

- 9 (1) Downloadable software in the nature of downloadable virtual goods in the nature of image files of carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, and water bottles all authenticated by non-fungible tokens (NFTs); downloadable software in the nature of downloadable virtual goods in the nature of image files of clothing and headgear, headwear, cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit, sports drinks, mineral and aerated water as well as other non-alcoholic beverages all authenticated by non-fungible tokens (NFTs); downloadable software in the nature of downloadable virtual goods in the nature of image files of fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages all authenticated by non-fungible tokens (NFTs); downloadable software in the nature of downloadable virtual goods in the nature of image files of carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, and water bottles for use in online environments, virtual online environments, extended virtual reality environments, and metaverses; downloadable software in the nature of downloadable virtual goods in the nature of image files of clothing and headgear, headwear, cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit for use in online environments, virtual online environments, extended virtual reality environments, and metaverses; downloadable software in the nature of downloadable virtual goods in the nature of image files of sports drinks, mineral and aerated water as well as other non-alcoholic beverages for use in online environments, virtual online environments, extended virtual reality environments, and metaverses; downloadable software in the nature of downloadable virtual goods in the nature of image files of fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages for use in online environments, virtual online environments, extended virtual reality environments, and metaverses; downloadable software for creating, managing, storing, accessing, sending, receiving, exchanging, validating and selling images files of virtual goods, namely, carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use

Documents

[View documents](#)

as food supplements, insulating containers and bottles, and water bottles; downloadable software for creating, managing, storing, accessing, sending, receiving, exchanging, validating and selling image files of virtual goods, namely, clothing and headgear, headwear, cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit; downloadable software for creating, managing, storing, accessing, sending, receiving, exchanging, validating and selling image files of virtual goods, namely, sports drinks, mineral and aerated water as well as other non-alcoholic beverages, fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages; downloadable software for creating, managing, storing, accessing, sending, receiving, exchanging, validating and selling virtual goods in the nature of image files of carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, and water bottles, all authenticated by non-fungible tokens (NFTs); downloadable software for creating, managing, storing, accessing, sending, receiving, exchanging, validating and selling goods in the nature of image files of clothing and headgear, headwear, cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit, all authenticated by non-fungible tokens (NFTs); downloadable software for creating, managing, storing, accessing, sending, receiving, exchanging, validating and selling goods in the nature of image files of sports drinks, mineral and aerated water as well as other non-alcoholic beverages, fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages, all authenticated by non-fungible tokens (NFTs); software and apps, namely, downloadable software for creating, modifying, and sharing image files of virtual goods; software, namely, downloadable computer software for creating and managing image files of virtual goods authenticated by non-fungible tokens (NFTs); software, namely, downloadable computer operating software for virtual environments and virtual worlds; software, namely, downloadable computer game software for virtual environments and virtual worlds; software and apps, namely, downloadable computer application software for creating image files for use in virtual environments; software and apps, namely, downloadable computer application software for creating, managing, storing, accessing, sending, receiving, exchanging, validating and selling image files of virtual goods; software, namely, downloadable software for sending and receiving image files authenticated by non-fungible tokens (NFTs); software and apps, namely, downloadable interactive multimedia software featuring audio, video, and written information for consumers on the subject of dietary supplements, nutritional supplements, energy gels, powder drink mixes, drink concentrates, drink powders,

nutrition, health, wellness, and fitness; software and apps, namely, downloadable computer application software for mobile phones, tablets, smart phones, computers, smart watches, and handheld computers, namely, software for providing information about and facilitating the purchase of dietary supplements, nutritional supplements, energy gels, powder drink mixes, drink concentrates, and drink powders; software and apps, namely, downloadable computer application software for mobile phones, tablets, smart phones, computers, smart watches, and handheld computers, namely, software for analyzing user data, health conditions, and health goals to provide recommendations for dietary supplements, nutritional supplements, energy gels, powder drink mixes, drink concentrates, drink powders, nutrition, health, wellness, and fitness; software and apps, namely, downloadable computer application software for mobile phones, tablets, smart phones, computers, smart watches, and handheld computers, namely, software for health, wellness, and fitness tracking; software and apps, namely, downloadable computer application software for mobile phones, tablets, smart phones, computers, smart watches, and handheld computers, namely, software for facilitating community forums and support channels; software and apps, namely, downloadable computer application software for mobile phones, tablets, smart phones, computers, smart watches, and handheld computers, namely, software for health, wellness, and nutrition tracking and assessment; software and apps, namely, downloadable computer application software for mobile phones, tablets, smart phones, computers, smart watches, and handheld computers, namely, software for calculating timing of and reminders to taking dietary supplements, nutritional supplements, energy gels, powder drink mixes, drink concentrates, and drink powders; software and apps, namely, downloadable computer application software for mobile phones, tablets, smart phones, computers, smart watches, and handheld computers, namely, software for tracking orders, viewing order history, and managing purchases in the fields of dietary supplements, nutritional supplements, energy gels, powder drink mixes, drink concentrates, drink powders, nutrition, health, wellness and fitness

- 21 (2) Insulated containers and bottles for food or beverages sold empty; water bottles sold empty
- 30 (3) Cereal bars; oat bars; bars based on wheat; high-protein cereal bars; snack bars containing a mixture of grains, nuts and dried fruit [confectionery].

Services (Nice class & Statement)

- 35 (1) Retail services regarding carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, water bottles, clothing and headgear, cereal bars; retail services regarding oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit, sports drinks, mineral and aerated water as well as other non-alcoholic beverages; retail services regarding fruit beverages and fruit juices, syrups

and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages; online retail store services featuring virtual goods, digital goods, digital assets, digital collectibles namely virtual goods, digital goods, digital assets, digital collectibles namely carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, water bottles; online retail store services featuring virtual goods, digital goods, digital assets, digital collectibles namely clothing and headgear, cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit; online retail store services featuring virtual goods, digital goods, digital assets, digital collectibles namely sports drinks, mineral and aerated water as well as other non-alcoholic beverages, fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages; provision of online marketplaces for buyers and sellers of virtual goods, digital goods, digital assets, digital collectibles, digital tokens and non-fungible tokens (NFTs) in relation to carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, water bottles, clothing and headgear; provision of online marketplaces for buyers and sellers of virtual goods, digital goods, digital assets, digital collectibles, digital tokens and non-fungible tokens (NFTs) in relation to cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit, sports drinks, mineral and aerated water as well as other non-alcoholic beverages; provision of online marketplaces for buyers and sellers of virtual goods, digital goods, digital assets, digital collectibles, digital tokens and non-fungible tokens (NFTs) in relation to fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages.

41

(2) Entertainment activities and services relating to the sporting industry, namely, entertainment services in the nature of online competitions in the field of sports; entertainment services, namely, providing on-line, non-downloadable virtual carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, and water bottles for use in virtual environments created for entertainment purposes; entertainment services, namely, providing on-line, non-downloadable virtual clothing and headgear, headwear, cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit, sports drinks, mineral and aerated water as well as other non-alcoholic beverages for use in virtual environments created for entertainment purposes; entertainment services, namely, providing on-line, non-downloadable virtual fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for

making beverage and nutritionally fortified beverages for use in virtual environments created for entertainment purposes; entertainment services, namely, providing on-line, non-downloadable virtual carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, and water bottles for use in online environments, virtual online environments, extended virtual reality environments and metaverses for entertainment purposes; entertainment services, namely, providing on-line, non-downloadable virtual clothing and headgear, headwear, cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit for use in online environments, virtual online environments, extended virtual reality environments and metaverses for entertainment purposes; entertainment services, namely, providing on-line, non-downloadable virtual sports drinks, mineral and aerated water as well as other non-alcoholic beverages for use in online environments, virtual online environments, extended virtual reality environments and metaverses for entertainment purposes; entertainment services, namely, providing on-line, non-downloadable virtual fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages for use in online environments, virtual online environments, extended virtual reality environments and metaverses for entertainment purposes; entertainment services, namely, providing temporary use of non-downloadable interactive multiplayer and single player computer games played via global computer and communication networks featuring carbonic hydrates, sugar, syrup, gels with carbonic hydrates for use as food supplements, insulating containers and bottles, water bottles, clothing, headwear, and headgear; entertainment services, namely, providing temporary use of non-downloadable interactive multiplayer and single player computer games played via global computer and communication networks featuring cereal bars, oat bars, bars based on wheat, high-protein cereal bars, snack bars containing a mixture of grains, nuts and dried fruit, sports drinks, mineral and aerated water as well as other non-alcoholic beverages; entertainment services, namely, providing temporary use of non-downloadable interactive multiplayer and single player computer games played via global computer and communication networks featuring fruit beverages and fruit juices, syrups and other concentrates for making beverages, preparations, powders and concentrates for making beverage and nutritionally fortified beverages; entertainment activities and services relating to the sporting industry, namely, online fitness and training programs; entertainment activities and services relating to the sporting industry, namely, streaming services for videos and tutorials for sports; entertainment activities and services relating to the sporting industry, namely, hosting live fitness competitions and sports tournaments; entertainment activities and services relating to the sporting industry, namely, providing interactive presentations relating to sport

nutrition, fitness, and wellness; entertainment activities and services relating to the sporting industry, namely, providing online non-downloadable information related to sports and fitness in the nature of podcasts, blogs, and vlogs; entertainment activities and services relating to the sporting industry, namely, organizing retreats, camps, and gatherings focused on sport fitness, wellness, and nutrition; entertainment activities and services relating to the sporting industry, namely, providing virtual reality sport training and fitness activities
 (3) Licensing of intellectual property rights.

45

Claims

Priority Filing Date: November 02, 2022, Country or Office: EUIPO (EU), Application No. 018787866 in association with the same kind of goods and in association with the same kind of services

Action History

Action	Action date	Due date	Comments
Filed	2023-04-06		Registration
International Registration	2023-04-06	2033-04-06	
Created	2023-06-07		
Formalized	2023-06-07		
Designation Notification - Madrid Protocol	2023-06-08	2024-12-08	
Agent Changed	2023-07-12		From/De: To/A: 6208
Notification of Possible Opposition Sent	2024-04-08		
Search Recorded	2024-10-02		
Examiner's First Report	2024-10-02	2025-04-02	
Total Provisional Refusal	2024-10-02	2025-04-02	
Approved	2025-06-11		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-06-11		APPROVED BY PROGRAM EX200M1
Advertised	2025-08-27		Vol.72 Issue 3696
Opposition Start Date Notice Sent	2025-08-27		Requested on 2025/08/27 00:30:08 in program jr500m1
Registration Pending	2025-11-14		
Registered	2025-11-14		
Statement of Grant of Protection Sent (following a Provisional Refusal)	2025-11-14		