

## Bell Blue (PANTONE\*301) — 2268520

### Application number

2268520

### Type(s)

Colour

### Category

Trademark

### CIPO Status

SEARCHED

### TM5 status

LIVE/APPLICATION/ Under Examination



The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

### Filed

2023-07-10

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### Documents

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### Trademark description

The trademark consists exclusively of the colour blue (PANTONE\*301) without delineated contours as shown in the visual representation.

\*PANTONE is a registered trademark.

### Vienna information (Code & Description)

29.1.4 Blue

### Goods (Nice class & Statement)

9 (1) Telecommunication products and equipment, namely, telephones, cellular phones, answering machines, caller display blockers, headsets, satellite television receivers, decoders, converter boxes, Personal Video Recorders (PVR), satellite dishes, set top boxes, television remote controls, audio speakers, remote extenders, wired telephone, television, video and radio transmitters, wired television, telephone, radio, satellite, audio and video receivers, computer and global network accelerators, computer network routers, modems, telephone, television, video and radio transmitters, computer servers, electronic mail servers, Internet, Intranet and video servers for transmission, emission and reception of signs, signals, images, sounds, text and videos, DSL phone line filters, interactive public computers, interactive public telephones, wireless computer network base stations and towers, computer hardware and software for transmitting and recording data in the field of telemetry, for database management in the fields of communications and telecommunications, for receiving, sorting, managing and archiving electronic communications, for creating and designing websites and web based catalogues, for searching, retrieving, sorting, managing and archiving information across computer networks in the fields of communications and telecommunications, for use in database management, for providing online technical support, marketing, sales, customer care services and solutions in the fields of communications and telecommunications, for use in marketing and media planning in the field of advertising for strategic audience management, generating insights using data based analytics, facilitating media buying capabilities, and improving marketing efficiency; global positioning system (GPS) receivers for accessing global computer networks and the Internet, digital memory cards and USB flashcards for storing and transferring data, sounds, pictures, music, videos, digital camera memory cards, random access memory cards, secure digital memory cards for storing and transferring data, sounds, pictures, music, videos; prepaid magnetically encoded calling cards; downloadable electronic publications in the nature of pamphlets, brochures, newsletters, bulletins, reports, and guides in the fields of communications and telecommunications;

## Services (Nice class & Statement)

- 35 (1) Providing customer and employee incentive programs in the fields of communications and telecommunications; retail and online retail store services featuring products, equipment and services in the fields of communications, telecommunications and home security; consulting in the fields of local and wide area network management, of installation and use of computer systems, and computer software applications and the development of computer software applications; global communication network services, namely, managing global communication networks for others in the fields of telecommunications and electronic communications; computer services in the form of selling computer software and hardware for integrating telephone lines and telephone systems via computer, providing interactive telephone voice responses, interactive telephone services and digital television services; computer services in the form of selling computer software developed by others; out-of-home advertising services, namely, preparing, printing and placing out-of-home advertisements for others; rental of advertising spaces to others; advertising the goods and services of others through all public communication means; providing display advertising services, namely, classified advertising the wares and services of others via billboards, electronic billboards, posters, superboards, murals, street columns, digital column network, transit shelters, bus shelters; providing business planning and marketing solutions to third party advertisers and media agencies; providing market research and planning services for others in the field of media buying and advertising; planning and purchase of media time and space for promoting and marketing the goods and services of others;
- 37 (2) Installing and updating telecommunication networks and systems; repair and maintenance of telecommunication networks and systems; repairing Internet, telephone, and television connections, electronic mail and Internet browser malfunctions, stoppages and interruptions; restoring telecommunication networks and providing disaster recovery of telecommunication networks in emergency situations; designing, developing, engineering, creating, planning, and installing telecommunications networks and systems; construction and maintenance of television, Internet, telephone and fiber optic telecommunications networks;
- 38 (3) Telecommunication services, namely, the transmission of voice, images, data, text and video via global computer networks, the Internet, telephones, cellular phones, satellite, caller display blockers, answering machines, radio signals, set top boxes, audio and video receivers, television signal decoders, digital converter boxes, Portable Video Recorders (PVR), television and telephone wires and cables, computer network routers; telecommunication services, namely, providing networks of websites for streaming audio and video content; Internet service provider (ISP) services; providing

telecommunication services to cellular phones, computers, Personal Digital Assistants (PDA), tablet computers, portable media players and the Internet via prepaid and postpaid access cards; storage and transmission of data, voice, text, images, audio and video content, documents, electronic messages by phone, computer, Personal Digital Assistants (PDA), tablet computers, portable media players and the Internet; telecommunication services, namely, providing access to the Internet to search and find information using phones, computers, Personal Digital Assistants (PDA), tablet computers, and portable media players; providing Internet and television access via wired and wireless phones, radio wave, camera, television, cable, satellite transmission and electronic transmission; telecommunication services, namely, providing information in the nature of data, images, video, documents, text messages via a global computer networks, computer terminals, telephones, cellular phones, computers, Personal Digital Assistants (PDA), tablet computers, portable media players, television and the Internet; telecommunication services, namely, telephone services featuring voice recognition and voice identification; voice over Internet protocol (VoIP) services; telecommunication services, namely, providing telephone services featuring voice mail, call display, visual call waiting, 3-way calling, call screening and call blocking; telecommunication services, namely, providing wired and wireless digital messaging, voice messaging, and electronic data transmission; telecommunication services, namely, providing television services via cable, satellite and Internet Protocol networks (IPTV); telecommunication services, namely, providing local and long distance telephone services; providing Local Area Network (LAN) and WiFi solutions for computers, wireless computer networks, video, emails, Intranet, Internet and telephone communications; telecommunication services, namely, providing Internet Protocol based services over broadband networks, transmission of voice and electronic data via a global computer network; providing IP VPN Remote Access, business Internet dedicated, Ethernet Inter-networking, Internet hosted software applications and high speed Internet services; telecommunication services, namely, broadcasting radio and television content, images, video, sound and voice communications by satellite, cable, fiber, and Internet technologies; Internet services, namely, voice over Internet Protocol (VoIP) phone calls, recording and transmission of data, images, video, sound, television content, voice mails, voice and video for conference applications; telecommunication services, namely, providing telephone services to businesses featuring voicemail and video electronic mail messaging; telecommunication services, namely, providing electronic mail services through wired and wireless access, wireless digital messaging services; telecommunication services, namely, implementing, managing and operating call centers for others, providing call center facilities, technical support services, and customer service in the field in telecommunications; telecommunication services, namely, providing electronic

directory and mail services via wired and wireless access and digital messaging services; telecommunication services, namely, providing access to electronic directories and electronic mail services; telecommunication services, namely, providing audio, web and video web conferencing and teleconferencing services via telephone, cable, and wireless devices; providing telecommunication (telephone and Internet) bundles allowing customers to reach cellular phones, voicemail and call routing between wire lines and wireless phones, voicemail boxes, computers, hand-held devices and the Internet; telecommunication services, namely, providing voice messaging services via telephone, computer, Personal Digital Assistants (PDA), tablet computers, portable media players and the Internet; telecommunication services, namely, providing rate plans and service bundles for telephones, television and the Internet; telecommunication services, namely, providing digital television services over Internet Protocol networks (IPTV); broadcasting and transmission of radio programs and television programs; streaming and electronic transmission of video, digital media, television programming and radio programming over a global computer network, interactive multimedia networks and wireless devices; podcasting of television programs, radio programs and music;

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(4) Rental of telecommunications equipment; Global Positioning communication services, namely, providing access to Global Positioning Systems (GPS) and cellular networks to enable users to obtain directions, locations, images and information from cellular phones, computers and hand-held devices; Global Positioning communication services, namely, providing a service to track and locate people, assets and inventory on handheld devices, modems or other devices or in a web-based environment on the computer or wireless handheld or other devices; Global Positioning communication services, namely, providing use of a Global Positioning System (GPS) software application combined with a cellular network to track and locate people, assets and inventory by locating Assisted GPS-enabled cellular phones, wireless data devices, handheld devices, and computers;

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(5) Entertainment services namely, the provision of radio shows, radio programs, television shows and television programs via conventional television, wireless devices, radio and the internet; simulcast television programming services provided via the Internet; operation of a website for electronic transmission and streaming audio, video and digital media content such as music, music videos, movies, motion picture films, television programs, radio programs, comedy shows, news, sports and documentaries; providing a website featuring information in the field of music, music videos, movies, motion picture films, television programs, radio programs, comedy shows, news, sports and documentaries; providing entertainment information in the field of music, music videos, movies, motion picture films, television programs, radio programs, comedy shows, news, sports and documentaries; entertainment services in the nature of

non-downloadable television shows, television series, television magazines, radio shows, movies and motion picture films transmitted via the Internet; providing television programs, television series, radio programs, radio shows, movies, motion picture films and music, not downloadable, via video-on-demand transmission services; conception, production and distribution of television programs and radio programs; online television program rental services; conception, production, programming, broadcasting, presentation and distribution of audio-visual works; publication of printed publications in the field of television, radio and movie news, information and entertainment, online publication of electronic publications in the field of television, radio and movie news, information and entertainment; radio and television programming; development, production and distribution of radio programs and television programs; providing entertainment information in the field of radio programming and television programming; entertainment services, namely, the provision of television shows and radio shows featuring news, sports, comedy, cooking, music, commentary, opinions and editorials regarding news and current events; entertainment services, namely, the provision of radio programming and television programming via conventional radio and the Internet; providing information in the field of radio programming and television programming via a website; entertainment services in the nature of non-downloadable radio shows and television shows transmitted via the Internet; operation of a website for electronic transmission and streaming video and digital media content such as television programs and radio programs; providing a website featuring information in the field of television programs and radio programs; providing entertainment information in the field of television programs and radio programs; conception, production, programming, broadcasting, presentation and distribution of audio-visual works; distribution of podcasts featuring television programs, radio programs, and music;

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(6) Computer services in the form of integrating telephone lines and telephone systems via computer; computer services in the form of developing computer software and hardware for integrating telephone lines and telephone systems via computer; technical support services in the fields of computer software development, installation, and use; consulting in the fields of computers, computer hardware, computer software, telecommunications, data processing, and information technology; implementing, installing, developing, integrating, and managing telecommunication technology, computer hardware and software for others; providing maintenance, technical and logistical support, and repair services in the fields of telecommunications technology, computer hardware and computer software; management in the fields of telecommunications, computers, data processing, and information technology; planning and management services for others in the fields of telecommunications;

global communication network services, namely, managing and supervising telecommunication networks for others.

**Action History**

Action	Action date	Due date	Comments
Filed	2023-07-10		
Created	2023-07-10		
Formalized	2023-07-10		
Pre-Assessment Letter Sent	2023-07-20		Multiple Reasons
Agent Changed	2024-05-21		From/De: 23304 To/A: 8390
Search Recorded	2025-07-11		
Examiner's First Report	2025-07-11	2026-01-11	
Extension of Time	2026-01-13	2026-07-11	Request Letter Date: 2026 /01/12