

Application number

2284174

Registration number

TMA1405233

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

2023-09-28

Registered

2026-04-22

Registration Expiry Date

2036-04-22

Registered Owner

ELI LILLY AND COMPANY
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Documents

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Index headings

LILLYDIRECT

LILLY DIRECT

Goods (Nice class & Statement)

- 5 (1) House mark for a full line of pharmaceutical preparations, namely, pharmaceutical preparations for the treatment of alopecia, Alzheimer's disease, atopic dermatitis, autoimmune diseases and disorders, blood diseases and disorders, bone diseases and disorders and musculoskeletal diseases and disorders, cancer, cardiovascular diseases, central nervous system diseases and disorders, cluster headaches, Coronavirus disease, Crohn's disease, dementia, dermatological diseases and disorders, namely, dermatitis, skin pigmentation diseases, eczema, acne, roseacea, ichthyosis, vitiligo, urticaria and alopecia areata, bacterial skin infections, fungal skin infections, viral skin infections and parasitic skin infections, diabetes, dyslipidemia, endocrine diseases and disorders, namely, growth and thyroid disorders, diabetes and obesity, and hormonal diseases, fibromyalgia, gastrointestinal diseases and disorders, headaches, hearing loss, heart failure, inflammation and inflammatory diseases and disorders, namely, inflammatory bowel diseases, inflammatory connective tissue diseases, inflammatory pelvic diseases, inflammatory muscle diseases and disorders and pharmaceutical preparations for the treatment of inflammation, namely anti-inflammatory preparations, pharmaceutical preparations for the treatment of kidney diseases and disorders, liver diseases and disorders, lupus, mental health disorders, metabolic diseases and disorders, namely, diabetes, gout, arthritis and anemia, obesity, hyperlipidemia, insulin resistance and metabolic syndrome, migraines, multiple sclerosis, neurodegenerative diseases and disorders, neurological disorders, namely, Alzheimer's, Huntington's disease, cerebral palsy, brain injury, spinal cord injury, and seizure disorders, amyotrophic lateral sclerosis (ALS), encephalitis, meningitis, muscular dystrophy, myasthenia gravis, dystonia, epilepsy, seizures, obesity, osteoarthritis, pain, Parkinson's disease, Psoriasis, Psoriatic arthritis, rheumatoid arthritis, ulcerative colitis, vascular diseases.
- 9 (2) Downloadable software that allows users to access and receive telemedicine services and that allows telemedicine services providers to perform telemedicine services; downloadable software for telehealth and telemedicine operations, namely, computer software for accessing medical and health information, computer software to monitor pharmaceutical treatment plans, track patient compliance and verify treatment outcomes of prescription medication, software applications for accessing medical and health information, computer software allowing users to consult with a pharmacist in the

field of pharmaceuticals and medications; downloadable computer software for prescribing, ordering, filling, managing and providing information regarding prescription usage, dosage and directions for prescription medications; downloadable software for enabling patients to review details about medications and receive automated warnings of potential adverse interactions of medications; downloadable software for enabling patients to request, receive, track shipment of, and manage prescriptions and orders for pharmaceuticals; downloadable software for enabling patients to access general medical, health, and wellness information and advice.

Services (Nice class & Statement)

- 44 (1) Healthcare services, namely medical care and analysis services in the field of patient treatment; medical services for the treatment of alopecia, Alzheimer's disease, atopic dermatitis, autoimmune diseases and disorders, blood diseases and disorders, bone diseases and disorders and musculoskeletal diseases and disorders, cancer, cardiovascular diseases, central nervous system diseases and disorders, cluster headaches, Coronavirus disease, Crohn's disease, dementia, dermatological diseases and disorders, namely, dermatitis, skin pigmentation diseases, eczema, acne, roseacea, ichthyosis, vitiligo, urticaria and alopecia areata, bacterial skin infections, fungal skin infections, viral skin infections and parasitic skin infections, diabetes, dyslipidemia, endocrine diseases and disorders, namely, growth and thyroid disorders, diabetes and obesity, and hormonal diseases, fibromyalgia, gastrointestinal diseases and disorders, headaches, hearing loss, heart failure, inflammation and inflammatory diseases and disorders, namely, inflammatory bowel diseases, inflammatory connective tissue diseases, inflammatory pelvic diseases, inflammatory muscle diseases and disorders and pharmaceutical preparations for the treatment of inflammation, namely anti-inflammatory preparations, pharmaceutical preparations for the treatment of kidney diseases and disorders, liver diseases and disorders, lupus, mental health disorders, metabolic diseases and disorders, namely, diabetes, gout, arthritis and anemia, obesity, hyperlipidemia, insulin resistance and metabolic syndrome, migraines, multiple sclerosis, neurodegenerative diseases and disorders, neurological disorders, namely, Alzheimer's, Huntington's disease, cerebral palsy, brain injury, spinal cord injury, and seizure disorders, amyotrophic lateral sclerosis (ALS), encephalitis, meningitis, muscular dystrophy, myasthenia gravis, dystonia, epilepsy, seizures, obesity, osteoarthritis, pain, Parkinson's disease, Psoriasis, Psoriatic arthritis, rheumatoid arthritis, ulcerative colitis, vascular diseases; arranging and providing medical information services relating to pharmaceuticals, namely, providing information relating to diagnostic, prophylactic and therapeutic properties of pharmaceuticals.
- 44 (2) Telemedicine services

Action History

Action	Action date	Due date	Comments
Filed	2023-09-28		
Created	2023-09-28		
Formalized	2023-09-28		
Pre-Assessment Letter Sent	2023-10-12		Multiple Reasons
Search Recorded	2025-06-23		
Examiner's First Report	2025-06-23	2025-12-23	
Approved	2025-11-18		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-11-18		APPROVED BY PROGRAM EX200M1
Advertised	2026-02-04		Vol.73 Issue 3719
Registration Pending	2026-04-22		
Registered	2026-04-22	2036-04-22	
Amendment to Registration	2026-10-21		Corrections made to the statement of goods and services pursuant to subsection 41(3) of the Trademarks Act.
Correspondence Created	2026-10-21		