

LILLYDIRECT — 2284191

Application number

2284191

Registration number

TMA1395376

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

2026-03-18

Registration Expiry Date

2036-03-18

Registered Owner

Eli Lilly and Company
Lilly Corporate Center
Indianapolis, IN 46285
UNITED STATES OF
AMERICA

Agent

BORDEN LADNER GERVAIS
LLP
World Exchange Plaza
100 Queen Street, Suite 1300
Ottawa
ONTARIO K1P1J9

Documents

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Index headings

LILLYDIRECT

LILLY DIRECT

Services (Nice class & Statement)

- | | |
|----|---|
| 35 | (1) Mail order pharmacy services |
| 35 | (2) Online retail pharmacy services; online retail store services featuring pharmaceuticals; online retail pharmacy services for the ordering, purchase, and delivery of pharmaceuticals; pharmaceutical services, namely, processing prescription orders |
| 42 | (3) Platform as a service featuring computer software to permit users to identify, request and receive pharmacy products |

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		Improper Classes
Search Recorded	2025-06-23		
Examiner's First Report	2025-06-23	2025-12-23	
Approved	2025-10-21		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-10-21		APPROVED BY PROGRAM EX200M1
Advertised	2025-12-31		Vol.72 Issue 3714
Registration Pending	2026-03-18		
Registered	2026-03-18	2036-03-18	