

PURA VIDA — 2324425

Application number

2324425

Type(s)

Standard Characters

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

2024-04-30

Applicant

DISTRIBUIDORA LA FLORIDA, S.A.
Instalaciones de Cervecería
Costa Rica, Echeverría, Río Segundo,
Alajuela,
COSTA RICA

Agent

GOWLING WLG (CANADA)
LLP
SUITE 2600, 160 ELGIN
STREET
OTTAWA
ONTARIO K1P1C3

Documents

[View documents](#)

Action History

Action	Action date	Due date	Comments

Index headings

PURA VIDA
PURE
LIFE

Foreign Character Translation

The translation provided by the applicant of the words PURA VIDA is "Pure Life".

Goods (Nice class & Statement)

32 (1) Beers; fruit beverages; fruit juices; mineral and aerated waters

Filed	2024-04-30		
Created	2024-04-30		
Formalized	2024-04-30		
Search Recorded	2025-07-15		
Approved	2025-07-23		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-07-23		APPROVED BY PROGRAM EX200M1
Advertised	2025-09-24		Vol.72 Issue 3700
Advertisement Removed	2025-10-03		
Approval Removed	2025-10-03		
Note to file	2025-10-03		L'annonce a été retirée conformément au paragraphe 37(4) de la Loi sur les marques de commerce. The advertisement was withdrawn pursuant to subsection 37(4) of the Trademarks Act.
Examiner's First Report	2025-10-06	2026-04-06	
Correspondence Created	2025-10-07	2026-04-07	