

## TRANSAMERICA & Pyramid Design — 2343374

### Application number

2343374

### Type(s)

Design

### Category

Trademark

### CIPO Status

APPROVED

### 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

2024-08-12

### Applicant

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### Agent

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### Documents

[View documents](#)

### Index headings

TRANSAMERICA  
TRANS AMERICA

### Vienna information (Code & Description)

7.5.1	Pyramids (structures)
7.5.25	Other monuments
26.4.3	Rhombs or squares standing on one of the corners thereof
A 26.4.5	One quadrilateral
A 26.4.16	Quadrilaterals containing other figurative elements
A 26.4.24	Quadrilaterals with dark surfaces or parts of surfaces

### Goods (Nice class & Statement)

16	(1) Pens, note pads, writing stationery, writing pads, holiday cards, invitation cards, printed invitations, letterhead paper, notebooks, blank journals, paperweights, paper name tags, memo pad, note cards, blank cards, greeting cards, posters, business cards, printed paper signs, printed paper signs, namely, table tents, markers, adhesive materials for office use, namely, adhesive note paper, business forms, paper envelopes for packaging, paper name badges, paper report covers, paper table linens, printed certificates, partially printed forms
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### Services (Nice class & Statement)

35	(1) Outsourcing in the field of retirement plan administration, including, financial record keeping, records management, notices to participants, distribution processing, payroll consolidation, and monitoring of eligibility dates; providing accounting services via an online computer website; preparation of reports relating to finance and investments provided via various means, which may include but are not limited to, the Internet, global networks, telephone, and facsimile; business consultation; Providing financial record keeping services including for retirement plans, employee benefit plans, employee pension plans, defined contribution plans, defined benefit plans, money purchase plans, and fund investment services, all via the Internet, global information networks, cloud computing, electronic and social media, advertising, telephone, facsimile and other means customary in the trade; business administration of employee benefit plans concerning employer sponsored retirement plans, defined contribution plans, defined benefit plans, and pooled employer retirement plans; Financial record-keeping for employer sponsored retirement plans, defined contribution plans, defined benefit plans, pooled employer retirement plan and other related plans; financial recordkeeping of retirement plans,
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employee benefit plans, employee pension plans, defined contribution plans, defined benefit plans, money purchase plans, and mutual fund investment services;

(2) Financial services, including underwriting and distribution of life and health insurance and annuity products; investment management and advisory services; investment advice; mutual fund management, brokerage, and distribution services; retail stock brokerage services; financial retirement planning; financial administration of retirement and pension plans; insurance agency and brokerage services; financial administration of plans, namely, defined contribution plans, defined benefit plans, money purchase plans, and mutual fund investment services; providing financial information in the fields recordkeeping and administration of retirement plans, employee benefit plans, employee pension plans, defined contribution plans, defined benefit plans, money purchase plans, and fund investment services, all via the Internet, global information networks, cloud computing, electronic and social media, advertising, telephone, facsimile and other means customary in the trade; providing financial information in the fields of financial retirement planning, retirement savings, and retirement investing via a website; financial administration of retirement plans, employee benefit plans, employee pension plans, defined contribution plans, defined benefit plans, money purchase plans, and mutual fund investment services; providing online financial information in the field of investing for retirement; providing a retirement readiness evaluation, namely, providing financial information to prepare individuals for retirement and post-retirement financial needs; financial asset allocation management services; financial asset allocation management services customized to an individual's risk tolerance; all of the foregoing provided via the Internet, global communications networks, social media platforms, telephone, in person, e-mail and facsimile, and to corporations, governmental organizations, educational institutions, hospitals, foundations, not-for-profit organizations, and healthcare organizations; financial retirement plan consulting services to employer-sponsored retirement plans; fiduciary investment advice to employer-sponsored retirement plans; providing financial information for participants concerning employer-sponsored retirement plans and financial administration for employer-sponsored retirement plans; underwriting, issuance, and financial administration of stable value investments; provision of general account, separate account, synthetic guaranteed investment contract, and collective investment trust versions of stable value investments; brokerage of, issuing and administration of final expense life insurance; providing information in the field of commercial financial transactions and reference data related thereto via an online computer website; providing financial accounts management services and financial reports via an online computer website

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(3) Educational services, including conducting workshops, online classes, seminars, conferences, all in the fields of retirement plans, employee benefit plans, employee

pension plans, defined contribution plans, defined benefit plans, money purchase plans, and fund investment services, all via the Internet, global information networks, cloud computing, electronic and social media, advertising, telephone, facsimile and other means customary in the trade; non-downloadable electronic publications such as newsletters, guides, articles and white papers, all in the fields of retirement plans, employee benefit plans, employee pension plans, defined contribution plans, defined benefit plans, money purchase plans, and fund investment services, all via the Internet, global information networks, cloud computing, electronic and social media, advertising, telephone, facsimile and other means customary in the trade; organization and presentation of sports tournaments as an event sponsor; providing educational information in the fields of financial retirement planning, retirement savings, and retirement investing via a website;

**Claims**

Priority Filing Date: April 15, 2024, Country or Office: UNITED STATES OF AMERICA, Application No. 98500940 in association with the same kind of goods and in association with the same kind of services

**Recordals (known also as Footnotes)**

**Owner Address Change / Changement d'adresse du propriétaire**  
 DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2026-02-25

**Action History**

Action	Action date	Due date	Comments
Filed	2024-08-12		
Created	2024-08-12		
Formalized	2024-08-12		
Pre-Assessment Letter Sent	2024-08-22		Goods or Services Not Acceptable
Search Recorded	2025-09-18		
Examiner's First Report	2025-09-18	2026-03-18	
Amendment to Application	2026-02-25		Address/address
Approved	2026-04-27		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2026-04-27		APPROVED BY PROGRAM EX200M1