

Application number

2351395

Type(s)

Design

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

2024-09-24

Applicant

Sun Life Assurance Company of Canada
1 York Street
Suite 3100
Toronto
ONTARIO M5J0B6

Address for Service

Attention: Liliana Mulé, Sr. IP Law Clerk
Sun Life Assurance Company of Canada
1 York Street, Suite 3100
Toronto
ONTARIO M5J0B6

Documents

[View documents](#)

Index headings

SUNLIFE
SUN LIFE

Vienna information (Code & Description)

26.1.1 Circles
A 26.1.3 One circle or ellipse

Services (Nice class & Statement)

- 35 (1) Administering benefit plans, namely, group benefit plans, health and dental benefit plans; arranging for preferred access to health care services in the field of health care to individuals, but not providing health care itself;
- 36 (2) Financial services, namely, insurance services; providing benefit plans, namely, group benefit plans, health and dental benefit plans; financial management of benefit plans, namely, group benefit plans, health and dental benefit plans; providing, managing and administering group and individual investment plans and investment funds, including pension plans, retirement savings plans, retirement income plans, segregated funds, registered and non-registered savings plans; investment counselling and investment portfolio management; financial advisory services in the field of financial planning; financial advisory services in the field of retirement planning; financial advisory services in the field of investments; mutual fund services; trust company services; real estate investment and management services;
- 37 (3) Real estate development services;
- 44 (4) Health management programs; virtual health care services, virtual mental health care services; e-pharmacy, including, virtual pharmacy, delivery services, specialty pharmacy; health care consulting in the field of health care navigation; home health care services; information, advisory and consultancy services in the field of home health care services; vision care; physiotherapy;
- 45 (5) Providing patient advocate services to hospital patients and patients in long-term care facilities; providing non-medical in-home care services for individuals; providing personal support services for patients; patient advocate services in the health care field; providing personal support services in the area of mental health, diabetes management, family building, and chronic disease management; medical case management services; health analytics and insights;

Action History

Action	Action date	Due date	Comments

Filed	2024-09-24		
Created	2024-09-24		
Formalized	2024-09-24		
Pre-Assessment Letter Sent	2024-10-10		Goods or Services Not Acceptable
Search Recorded	2025-10-10		
Examiner's First Report	2025-10-10	2026-04-10	