

**Application number**

2408496

**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**

2025-06-30

**Applicant**

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**Documents**

[View documents](#)

**Index headings**

ATRACKTIV  
ATTRACTIVE

**Goods (Nice class & Statement)**

- 9 (1) Augmented reality computer game software; virtual reality computer game software; interactive multimedia computer games; downloadable video game software; augmented reality software for promoting the goods, services and brands of others through immersive multi-sensory multimedia experiences; downloadable interactive entertainment software for promoting the goods, services and brands of others through immersive multi-sensory multimedia experiences; augmented reality software for providing access to the users to immersive multi-sensory multimedia experiences; downloadable interactive entertainment software for providing access to the users to immersive multi-sensory multimedia experiences; photo booths; portable video booths;
- 15 (2) Electronic musical instruments;
- 28 (3) Electronic and interactive free-standing arcade games; remote-controlled toy cars; video game interactive remote control units; stationary bicycles being smart electronic bicycles to use in immersive multi-sensory multimedia experiences;

**Services (Nice class & Statement)**

- 35 (1) Promoting the goods and services of others through augmented and virtual reality experiences; providing and rental of exhibition stands and booths; retail and wholesale sale of photo booths, portable video booths, electronic musical instruments, electronic and interactive free-standing arcade games, remote-controlled toy cars, video game interactive remote control units, stationary bicycles being smart electronic bicycles to use in immersive multi-sensory multimedia experiences; online retail services for computer hardware and computer software;
- 37 (2) Installation, repair and maintenance of computer hardware and connected devices used in immersive multi-sensory multimedia experiences;
- 41 (3) Composition of music; entertainment services, namely, providing virtual environments in which users can interact for recreational, leisure or entertainment purposes; entertainment services, namely, providing temporary use of non-downloadable computer games; providing non-downloadable interactive multimedia computer games; rental services for audio and video equipment;
- 42 (4) Design, development, installation and maintenance of computer software; customization of computer software; research and development of computer software; design and development of computer hardware, connected devices and computer software for use in creating

immersive multi-sensory multimedia experiences for the public; providing temporary use of non-downloadable augmented reality software for promoting the goods, services and brands of others through immersive multi-sensory multimedia experiences; providing temporary use of non-downloadable interactive entertainment software for promoting the goods, services and brands of others through immersive multi-sensory multimedia experiences; providing temporary use of non-downloadable augmented reality software for providing access to the users to immersive multi-sensory multimedia experiences; providing non-downloadable software for users to experience augmented reality visualization, manipulation and immersion; providing non-downloadable software for tracking motion in, visualizing, manipulating, viewing, and displaying augmented and virtual reality experiences; rental of computer hardware and software; computer software and hardware project management services; computer software technical support services; providing non-downloadable augmented reality computer game software; providing non-downloadable virtual reality computer game software; providing temporary use of non-downloadable interactive entertainment software for providing access to the users to immersive multi-sensory multimedia experiences;

#### Action History

Action	Action date	Due date	Comments
Filed	2025-06-30		
Created	2025-06-30		
Formalized	2025-06-30		
Pre-Assessment Letter Sent	2025-07-10		Goods or Services Not Acceptable
Search Recorded	2026-03-24		
Examiner's First Report	2026-03-24	2026-09-24	