

Application number

2420124

Type(s)

Design, Taste

Category

Trademark

CIPO Status

FORMALIZED

TM5 status

LIVE/APPLICATION/ Awaiting Examination



The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Filed

2025-08-25

Applicant

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Documents

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Trademark description

The mark "SINALOA FACTORY", in word and stylized form with logo, is used in connection with restaurant services in Canada specializing in authentic Sinaloa-style cuisine. The brand offers a unique combination of Mexican sushi rolls, Sinaloa seafood dishes, and tacos, distinguishing itself from traditional Mexican restaurants by maintaining loyalty to the culinary traditions of Sinaloa, Mexico. The mark appears on restaurant signage, menus, packaging, promotional materials, digital platforms, and branded merchandise including apparel and food products. The mark consists of a circular seal-like design with a scalloped outer edge resembling a bottle cap. Inside the border appears the wording "SINALOA FACTORY" at the top and "Mexican Restaurant" at the bottom, separated on each side by a small chili pepper design. Centered within the circle is a stylized depiction of a bridge, drawn in bold lines and angled across the inner circle.

Index headings

SINALOA FACTORY MEXICAN RESTAURANT

Vienna information (Code & Description)

5.9.15	Aubergines, cucumbers, gherkins, sweet peppers
7.11.1	Bridges
24.3.1	Seals or stamps
A 24.3.7	Seals or stamps, circular
A 24.3.14	Seals or stamps with representations of plants
A 24.3.18	Seals or stamps with inscriptions
A 24.3.19	Seals or stamps with other figurative elements
25.1.5	Ornamental bands and borders (except 25.1.9)
26.1.1	Circles
26.1.5	More than two circles or ellipses, inside one another, spirals
A 26.1.15	Circles or ellipses containing representations of animals, parts of animals' bodies or plants
A 26.1.16	Circles or ellipses containing other figurative elements
A 26.1.18	Circles or ellipses containing one or more letters
A 26.1.21	Circles or ellipses containing inscriptions arranged in circular or elliptical form
A 26.1.24	Circles or ellipses with dark surfaces or parts of surfaces
A 26.1.26	Circles or ellipses with cutout areas
29.1.1	Red, pink, orange
29.1.8	Black
29.1.6	White, grey, silver

Colour claim

Colour is claimed as a feature of the trademark. The primary colors used in the design are burgundy (dark red), black, and white. The wording, circular border, and bridge design are depicted in contrasting colors to create a bold and distinctive emblem. The mark represents the applicant's brand identity for a restaurant specializing in Sinaloa-style cuisine, including Mexican sushi, Sinaloa seafood dishes, and tacos.

Goods (Nice class & Statement)

- 29 (1) Fresh seafood; freshly prepared meals consisting mainly of meat, seafood, poultry and vegetables; seafood
- 29 (2) Rock Shrimp Starter; Caramel Shrimp Starter; Bean and Chips Starter; Sushilito Sinaloa Starter; Sinaloa Style Esquite Starter; Molcajete Sinaloa; Birria Plate; SIN-TOWER; Placosa Starter; A la Diabla Shrimp Plate; Pulpo Zarandeado; Tortilla Soup; V.I.P Ceviche; Culichi Ceviche; La Gilbertona Tostada; La Toxica Tostada; Aguachile Tradicional; Aguachile Mango Habanero; Green Aguachile; Arrachera Aguachile; La Golosa; Campechana; Gohan Crunch; Gohan Special Mix; Yakimeshi; Yakimeshi Special; Yakimeshi Special Mix; Yakimeshi Mamalon; Guamuchilito Roll; Norteño Roll; Miguel Roll; Tiger Roll; Arrachera Crunch Roll; Toronto Roll; Sushicharron Roll; Birria Roll; Angie Roll; Carne Asada Roll; Sushingada Madre Roll; El Patron Roll; Grosero Roll; Pasado de Lanza Roll; Poderoso Roll; Tatito Roll; MYL Roll; Banana Roll; Yiya Roll; Marielos Roll; Aguachile Mango Roll; Avocado Special Roll; Flamin Hot Cheetos Roll; Luigi Roll; Culichi Roll; Banana Exotic Roll; ALV Roll; Sinaloa Roll; Princess Roll; Camarones a la Diabla Roll; Baja Fish Roll; Bunny Roll; Mexicano Roll; Monkey Roll; Tropical Roll; Chamaco Roll; Yakimeshi Mushroom; Veggie Molcajete
- 30 (3) Habanero sauce; picante sauce; seafood sauce; soya sauce; taco sauce; tacos

Services (Nice class & Statement)

- 43 (1) Bar and restaurant services; corporate hospitality in the nature of providing food and drink; restaurant services and bar services featuring sushi; seafood restaurant; sushi restaurant services; taco restaurants

Action History

Action	Action date	Due date	Comments
Filed	2025-08-25		
Created	2025-08-25		
Formalized	2025-08-25		
Pre-Assessment Letter Sent	2025-09-11		Multiple Reasons