

Application number
2499198

Type(s)
Standard Characters

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
2026-09-04

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Documents
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Index headings

HEAVY

Goods (Nice class & Statement)

9 (1) Electronic publications; electronic publications relating to sports; electronic newsletters and newspapers; downloadable and recorded content; downloadable and recorded media content in the field of sports; prerecorded audio and video recordings; prerecorded audio and video recordings featuring music, comedy, news, news commentary and entertainment; application software; media and publishing software; computer software for accessing, browsing and searching online databases relating to sports; downloadable software applications for accessing news, news commentary, sports news, scores, statistics and information; communication, networking and social networking software; podcasts; sound recordings; audio books; downloadable e-books; downloadable applications; mobile applications; downloadable mobile applications for accessing news, news commentary, sports information and schedules and watching videos of live and on-demand sports events; downloadable multimedia files containing artwork, text, audio, video, games, and internet web links relating to sports; downloadable films and television programs featuring news, news commentary, sports content provided via a video-on-demand service.

Services (Nice class & Statement)

35 (1) Advertising and marketing services; advertising agency services; digital marketing services; advertising and marketing services provided to brands, agencies and digital platforms; advertising and marketing services in the field of sports; brand strategy and brand development services; media planning and media buying services; production and dissemination of advertising and promotional materials; consulting services in the field of advertising, marketing and brand development; development and execution of marketing campaigns; data-driven marketing and audience analytics services; business services relating to the promotion and commercialisation of digital content; business services relating to online platforms and digital media; information, consultancy and advisory services relating to the aforementioned services.

35 (2) Compilation and systemisation of information into computer databases; providing information about commercial business and commercial information via the global computer network; providing commercial information and advice for consumers in the choice of products and services; business management and administration services relating to digital content and

	online media; online retail services relating to digital media content; information, consultancy and advisory services relating to the aforementioned services.
38	(3) Telecommunication services; providing online forums; providing on-line forums for transmission of messages among computer users; providing on-line forums for transmission of messages among computer users concerning news and sports; transmission of sports news and information via electronic communications networks; providing online forums for communication and interaction among users; providing online platforms for user-generated content, comments and discussions; electronic messaging and communication services; providing access to online platforms and websites for communication, content sharing and social interaction; transmission of digital content via electronic communications networks; information, consultancy and advisory services relating to the aforementioned services.
38	(4) Electronic transmission of news, sports information and data; electronic communication by means of chatrooms, chat lines and Internet forums; transmission of information via computer networks; news agency services; computer communication and Internet access; providing access to online computer databases; information, consultancy and advisory services relating to the aforementioned services.
41	(5) Entertainment services; sports entertainment services; online entertainment services; sports education services; publishing, reporting, and writing of texts; publishing services; electronic publishing services; providing online electronic publications, not downloadable, in the field of sports; publication of the editorial content of sites accessible via a global computer network; providing online news and information in the fields of sports entertainment; providing information, commentary and articles in the field of sports via computer networks; providing information in the field of sports via a website; providing an on-line magazine in the field of entertainment; providing television and radio programs in the fields of variety, comedy, drama, game shows, reality shows, news, news commentary, weather, sports and music via the Internet, television and radio; providing non-downloadable videos of live and on-demand sports events and sports-related programming via a website; presentation and production of sports competitions, tournaments, games and gaming; providing computer games, music and film libraries that may be accessed network-wide by Internet users; entertainment, sporting and cultural activities; information, consultancy and advisory services relating to the aforementioned services.
42	(6) Platform as a service (PaaS) featuring artificial intelligence software for analyzing, optimizing, and scoring digital content; Platform as a service (PaaS) featuring software for monitoring real-time data and generating alerts relating to the creation, editing, publication, and distribution of news and digital media content; providing a web site featuring technology that enables internet users to submit comments of personal recognition; Providing a web site featuring technology that enables users to request and record ideas, suggestions, and comments

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from other users in any field of business or general interest; Platform as a service (PaaS) featuring computer software platforms for content management for journalists; Platform as a service (PaaS) featuring computer software platforms for creating, editing, publishing, and distributing digital content; information, consultancy and advisory services relating to the aforementioned services.
(7) Providing temporary use of non-downloadable software; providing temporary use of non-downloadable software for accessing sports news, statistics and information; hosting of websites and digital content; electronic data storage; computer software development; computer programming services; design, development and maintenance of computer software and applications; website design and development; providing temporary use of non-downloadable software for content management, creation, editing, publishing and distribution of digital content; providing temporary use of non-downloadable software incorporating artificial intelligence for analysing, optimising, and scoring digital content; providing temporary use of non-downloadable software for monitoring real-time data and generating alerts relating to news and digital media content; providing sports information via a website; technological consultancy services in the field of digital media and online publishing; hosting services, software as a service, and rental of software; software as a service [SaaS]; platform as a service [PaaS]; information, consultancy and advisory services relating to the aforementioned services.

Claims

Priority Filing Date: July 03, 2026, Country or Office: UNITED KINGDOM, Application No. 4411101 in association with the same kind of goods and in association with the same kind of services
Priority Filing Date: May 21, 2026, Country or Office: UNITED STATES OF AMERICA, Application No. 99837221 in association with the same kind of services (6),(1),(3)

Action History

Action	Action date	Due date	Comments
Filed	2026-09-04		
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