

Application number
2499226

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

Applicant
Unreal Holdings Pty Ltd
36 Southport Ave
Tamborine Mountain, QLD,
4272
AUSTRALIA

Agent
AIRD & BERLIS LLP
BROOKFIELD PLACE, SUITE
1800
181 BAY STREET
BOX 754
TORONTO
ONTARIO M5J2T9

Documents
[View documents](#)

Index headings

FEEDS

Goods (Nice class & Statement)

- 9 (1) Downloadable computer software applications; downloadable computer software applications in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for creating, managing, and interacting with an online community, in the field of online personal, private, social, and professional, networking; downloadable computer software applications for organizing events, searching for events, calendaring and managing events, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via the Internet and communication networks, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for modifying and enabling transmission of data, images, audio, video, and audio-visual content, in the fields of online personal, private, social, and professional, networking personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for modifying photographs, images and audio, video, and audio-visual content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for sending and receiving electronic messages, alerts, notifications and reminders, in the fields of online personal, private, social, and professional, networking, and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for use in creating, disseminating and managing advertising

of others, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for uploading, downloading, streaming, archiving, transmitting, and sharing images, audio-visual content and associated text and data; downloadable computer software applications for accessing, displaying, editing, linking, sharing and otherwise providing electronic media and information via the Internet and communications networks; downloadable computer software applications, namely, applications providing online personal, private, social, professional, networking functionalities; downloadable computer software applications, namely, applications providing personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for creating and managing online personal, private, social, and professional, profiles and user accounts; downloadable computer software applications for creating and managing personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for creating, editing, and managing user profiles, content, personal, private, social, and professional, groups, communities, and community forums; downloadable computer software applications for secure, real-time electronic messaging and transmission of data in the forms of audio, video, photographic images, text, computer graphics and audio-visual content; downloadable computer software, namely, instant messaging software, file sharing software, communications software for electronically exchanging data, audio, video, images, computer graphics and audio-visual content via computer, mobile, wireless, and communication networks, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software for managing personal, private, social, and professional, networking content, interactions within or amongst virtual communities, and transmission of images, audio, audio-visual and video content, photographs, videos, data, text, messages, comments, advertisements, media advertising communications and information; downloadable computer software in the form of applications for mobile devices or computers; downloadable computer software in the form of applications for mobile devices or computers in the field of social networking; downloadable software applications (apps) in the field of personal, private, social, and professional, networking; downloadable software applications (apps) in the field of personal, private, and social, networking for families; downloadable software applications (apps) in the field of personal, private, and social, networking for parents and children; downloadable computer software applications for users to ask and

answer questions online on a variety of topics of general interest; downloadable computer software applications for users to participate in online discussions, get feedback online from others, form virtual communities, and engage in personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications that enables uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications networks; downloadable computer software applications for social networking services via Internet; computer software platforms for social networking; downloadable computer software applications that facilitates online services for building social networking applications; downloadable computer software applications that facilitates online services for social networking; downloadable computer software for facilitating post-boosting using credits and revenue-sharing, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for creating, verifying, and managing digital identities and personal information, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for identity verification and data authentication (computer, portable device, and on-line, security), in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for providing user and data authentication (computer, portable device, and on-line, security), in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; downloadable computer software applications for providing authentication of personal identification information and of non-personal information (computer, portable device, and on-line, security), in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums

Services (Nice class & Statement)

- 35 (1) Advertising, marketing and promotional services for others; advertising, marketing and promotional services in the field of families; dissemination of advertising, marketing and promotional material in the field of families; electronic advertising services; provision of an online personal, private, social, and professional, networking

platforms for users to participate in online discussions, get feedback online from others, from within and amongst virtual communities, and engage in personal, private, social, and professional, networking; compilation of databases of listings of organisations and companies relating to family information and products; advertising and information distribution services, namely, providing classified advertising space via the Internet or other communications networks; promotional services for goods and services of others, via the Internet or other communications networks; promotional services for connecting personal, private, social, and professional, network users with retailers for the purpose of facilitating purchases; advertising and information distribution services, namely, providing advertising space online via the Internet or other communications networks; promoting the goods and services of others via the Internet or other communications networks; promoting the goods and services of others via computer, mobile devices and communications networks; providing online facilities for connecting sellers with buyers; online advertising and promoting the goods and services of others via the Internet or other indications networks; dissemination of advertising information for others via the Internet or other communications networks; ad serving, namely, placing advertisements online on websites or personal, private, social, and professional, networks and personal, private, social, and professional, groups, communities, and community forums, for others; advertising services, namely, targeting and optimization of online advertising; advertising and marketing services provided online by means of personal, private, social, and professional, media and within and amongst personal, private, social, and professional, groups, communities, and community forums; online customer-based personal, private, social, and professional, media brand marketing services

(2) Chat room services for personal, private, social, and professional, networking and personal, private, social, and professional, interactions amongst online communities, groups, and community forums; provision of access to online chat room services for personal, private, social, and professional, networking and personal, private, social, and professional, interactions amongst online communities, groups, and community forums; provision of online chat rooms and electronic bulletin boards services for transmission of messages among users in the field of families; electronic transmission of instant messages and data; electronic transmission and broadcasting of audio, video, data, audio-visual content and information over the Internet or other communications networks; providing access to multi-user interactive communication networks; broadcasting of audio, video, audio-visual and multimedia content via the Internet and other communications networks; provision of online chat rooms for personal, private, social, and professional, networking; provision of online platforms for personal, private, social, and professional, networking; provision of online chat rooms and electronic bulletin boards services for registered users for transmission of messages concerning news, events,

topics of general interest, classifieds, virtual community, social networking, photo sharing, and transmission of photographic images, videos, audio files, audio-visual content and other multimedia content; provision of online forums for the transmission of photographic images, audio, video and audio-visual content; provision of online forums for communications on topics of general interest; providing access to computer databases featuring pre-populated and user-generated information related to topics of general interest; provision of online forums, electronic bulletin boards, and chat rooms for the transmission of messages and media among users; provision of online chat room services; provision of online chat rooms for transmission of messages among computer and mobile device users concerning families where users can engage in discussions and share photos, videos and journal entries online; photo sharing and video sharing services, namely, electronic transmission of digital photo files, videos and audio-visual content among users of Internet or other communications networks; provision of online chat rooms, instant messaging services, and electronic bulletin boards; peer-to-peer photo, video, media, and data sharing services, namely, electronic transmission of digital photo files, graphics, audio, video and audio-visual content among users of Internet or other communications networks; telecommunications and peer-to-peer network computer and mobile device services, namely, electronic transmission of images, audio, videos, audio-visual content, photographs, data, text, messages, advertisements, media advertising communications and information; streaming and live streaming of audio, video, audio-visual, and interactive audio-visual content via the Internet or other communications networks; provision of electronic bulletin boards for transmission of messages among users in the field of general interest; provision of an online community forum for users to share and stream information, audio, video, audio-visual content, real-time news, entertainment content, or information, to form personal, private, social, or professional, virtual communities, and to engage in personal, private, social, and professional networking; providing an online community forum to connect family members; providing multiple-user access to global computer information networks for the transfer and dissemination of a wide range of information

- 41 (3) Provision of information online; electronic publication of information online on topics of general interest; provision of online electronic publications (not downloadable); provision of online videos (not downloadable); electronic publication of books and articles online; electronic publication of multimedia materials online; all of the foregoing relating to the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, or community forums.
- 42 (4) Software as a service (SaaS); software as a service (SaaS) in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online

communities, groups, and community forums; software as a service (SaaS) services featuring software for sending and receiving electronic messages, notifications and alerts via the Internet or other communications networks; platform as a service (PaaS); platform as a service (PaaS) in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; platform as a service(PaaS) featuring computer software platforms for secure, real-time electronic messaging and transmission of data in the forms of audio, video, audio-visual content, photographic images, text and computer graphics; provision of web-based software online (non-downloadable); hosting electronic personal, private, social, and professional, networking platforms on the Internet or other communications networks; computer and mobile device network services, namely, creating and maintaining online personal, private, social, and professional, networking; Computer and mobile device network services, namely creating and maintaining personal, private, social, and professional, online communities, groups, and community forums; computer network services, namely, hosting online chat rooms for others for organizing and conducting online chats and interactive discussions; computer network services, namely, creating an online community for registered users to participate in discussions, get feedback from others, form virtual communities, and engage in personal, private, social, and professional, networking; computer network services, namely, providing websites or other online presences that give users the ability to review materials such as images, audio, video and audio-visual content, and provide input, likes, dislikes, edits, changes, modifications, opinions, suggestions, and comments about those materials and engage in online personal, private, social, and professional networking and within or amongst personal, private, social, and professional, groups, communities, and community forums; providing temporary use of non-downloadable software applications for classifieds, virtual community, personal, private, social, and professional, networking, photo sharing, and transmission of photographic images, video, audio, audio-visual or other media; hosting of online community platforms; computer network services, namely, creating and maintaining virtual communities for registered users to interact and participate in discussions; computer network services, namely, creating an online community for registered users to form virtual communities and engage in personal, private, social, and professional, networking; design and development of computer software for a virtual online community for registered users to engage in personal, private, social, and professional, networking over the Internet or other communications networks; provision of temporary use of non-downloadable computer software for personal, private, social, and professional, networking; provision of an online network environment featuring technology that enables users to share data in any field or endeavour; computer network services, namely, creating

virtual communities for registered users to organize groups, meetings, and events, participate in discussions and engage in personal, private, social, and professional, networking; provision of online facilities featuring technology that enables online users to create personal profiles featuring social networking information, to transfer and share such information among multiple online facilities to engage in personal, private, social, and professional, networking, and to manage their accounts; provision of software for personal, private, social, and professional, networking, creating a virtual community, group, or community forum, and transmission of audio, video, images, text, audio-visual content, and data; provision of software for creating, managing and accessing user-created and administered personal, private, social, or professional, groups within virtual communities; provision of software for creating and managing personal, private, social, and professional, media profiles and user accounts; computer network services, namely, creating a virtual community for registered users to share, view, subscribe to and interact with images, audio, video, audio-visual content and related data and information; platform as a service (PaaS) featuring software platforms for personal, private, social, and professional, networking, managing personal, private, social, and professional, networking content, creating a virtual community, group, or community forum, and transmission of images, audio, video, audio-visual content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; computer network services, namely, curating online user-defined content and advertisements and creating personal, private, social, and professional, media streams; provision of software for uploading, downloading, archiving, enabling transmission of, and sharing images, audio, video, audio-visual content and associated text and data; provision of temporary use of non-downloadable computer software for accessing, collecting, displaying, editing, linking, modifying, organizing, tagging, streaming, sharing, storing, transmitting, and otherwise providing electronic media, photographs, images, graphics, audio, videos, audio-visual content, data and information via the Internet or other communications networks; hosting an online community for registered users to share information, photos, audio, video and audio-visual content, and engage in communication and collaboration between and among themselves, to form groups and to engage in personal, private, social, and professional, networking; provision of websites and other online presences that give users the ability to engage in personal, private, social, and professional, networking and manage their personal, private, social, and professional, networking content; providing an Application Service Provider (ASP) featuring software to enable the uploading, posting, display, sharing, electronic transmission, and management of user-generated content, media, and data; hosting a digital platform for online communities, groups, and community forums, electronic messaging, and content monetization for others; provision of online non-downloadable software for facilitating post-boosting using credits and revenue-

sharing, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; provision of online non-downloadable software for creating, verifying, and managing digital identities and personal information, in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; identity verification and data authentication services (computer security), in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; providing user and data authentication services (computer security), in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; providing authentication of personal identification information and of non-personal information (computer security services), in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums

(5) Online or Internet-based personal, private, social, and professional, networking services; online personal, private, social, and professional, networking services accessible by means of downloadable mobile applications; hosting an online community website or other community online presence featuring shared communications between community members; Internet- or other communications networks- based introduction and personal, private, social, and professional, networking services; provision of online computer databases and online searchable databases in the fields of online personal, private, social, and professional, networking and personal, private, social, and professional, interactions within and amongst online communities, groups, or community forums; provision of information, including online, about personal, private, social, and professional, services meeting the needs of individuals; Internet- or other communications networks-based personal, private, social, and professional, networking services for families; online personal, private, social, and professional, networking services and provision of online presences to enable others to exchange messages and information in any field or endeavour; personal, private, social, and professional, introduction and networking services; personal, private, social, and professional, introduction and networking services provided via a software application for computers or portable electronic devices; personal, private, social, and professional, introduction and networking services in the nature of organizing and facilitating discussion groups and chat rooms; providing a platform featuring non-downloadable software that enables users to engage in personal, private, social, and professional, networking; Providing a platform featuring non-downloadable software

that enables users to engage in personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; application service provider (ASP) featuring software for use in personal, private, social, and professional, networking; application service provider (ASP) featuring software for use in personal, private, social, and professional, interactions within and amongst online communities, groups, and community forums; hosting and provision of electronic platforms for data sharing and transmission

Claims

Priority Filing Date: March 10, 2026, Country or Office: AUSTRALIA, Application No. 2634012 in association with the same kind of goods and in association with the same kind of services

Action History

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