BLUEFOCUS — 2502953

Application number
2502953

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
2026-09-23

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Documents
View documents

Index headings

BLUEFOCUS
BLUE FOCUS

Goods (Nice class & Statement)

9	(1) Non-medical electronic devices for enhancing alertness, attention, cognitive focus, and mental performance through light-based stimulation for consumer wellness and performance purposes; wearable, desktop, standalone, and mountable electronic devices incorporating light emitters, processors, electronic control circuitry, and user interfaces for enhancing alertness and cognitive focus, including devices designed for placement, mounting, or attachment on desks, workstations, vehicles, equipment, or working areas; downloadable software and mobile applications for controlling, operating, configuring, and personalizing such electronic devices, including selecting stimulation modes, schedules, intensity levels, and usage sessions, and monitoring and displaying device usage data, session history, and user-selected settings; firmware and embedded software for operating such electronic devices; downloadable software featuring customizable, adaptive, and user-configurable programs for enhancing alertness, focus, and cognitive engagement for non-medical purposes.
10	(2) Non-medical therapeutic and wellness devices for enhancing alertness and cognitive focus using light-based stimulation; non-invasive, non-medical wearable devices for wellness and performance purposes.

Services (Nice class & Statement)

42	(1) Software as a service (SaaS) featuring software for configuring, controlling, and optimizing electronic and wearable devices used for enhancing alertness, focus, and cognitive performance for consumer use; providing temporary use of non-downloadable cloud-based software for personalization, scheduling, device management, and usage insights related to alertness and cognitive engagement; cloud-based software for storing, processing, analyzing, and visualizing device usage data and configuration information; providing temporary use of non-downloadable software featuring algorithms and data models for optimizing alertness and cognitive focus based on user preferences, schedules, and usage patterns, all for non-medical purposes.

Action History

Action	Action date	Due date	Comments
Filed	2026-09-23		

Created	2026-09-23		
Formalized	2026-09-23		