

Numéro de demande

1531707

Numéro d'enregistrement

TMA847548

Type(s)

Mot

Catégorie

Marque de commerce

Statut de l'OPIIC

ENREGISTRÉE

Statut de TM5

ACTIF/ENREGISTREMENT/
émit et actif



La demande de marque a été
enregistrée auprès de l'Office.

Produite

2011-06-14

Enregistrée

2013-04-04

**Date d'expiration de l'
enregistrement**

2028-04-04

Propriétaire inscrit

Aimia Inc.
Tour Aimia
525 Viger Avenue West, Suite
1000
Montréal
QUEBEC H2Z0B2

Agent

NORTON ROSE FULBRIGHT
CANADA LLP/S.E.N.C.R.L., S.
R.L.
1, Place Ville Marie
Suite 2700, Montreal
QUEBEC H3B1R1

Documents

Rubriques d'index

AIMIA

Produits (Classe de Nice & Énoncé(s))

(1) Computer software for database management; computer software for processing and analyzing business data and market information; computer software for the segmentation and analysis of customer purchasing habits and patterns and sku-level purchasing data; computer software for the organization, operation and supervision of sales and promotional incentive schemes and loyalty reward programs; electronic periodicals in the field of loyalty marketing, customer relationship management, customer data analytics, promotional incentive schemes, consumer packaged goods, data analytics and computer software and information technology related to the foregoing; magnetically encoded cards for the collection and redemption of points relating to customer loyalty reward and sales and promotional incentive programs and sales promotions; magnetically encoded credit cards; magnetically encoded debit cards; mobile applications namely software for mobile devices for the organization, operation and supervision of sales and promotional incentive schemes and loyalty reward programs; mobile applications namely software for mobile devices for assisting customers in obtaining information about their account in loyalty reward programs; Mobile phone and tablet applications for the dissemination of information and advertising, promoting and marketing the products of third parties; software for use in data processing and data management in the field of business data analysis and market analysis; software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the internet or other communications network; airline tickets; cards for use in connection with loyalty programs, sales and promotional incentive schemes and promotional services; certificates for air and holiday travel; redeemable cheques for travel or merchandise in connection with employee incentive programs; incentive gift catalogues; instructional and teaching material namely manuals and instructional videos in the field of the organization, operation and supervision of sales and promotional incentive schemes and loyalty reward programs; Instructional and teaching materials, namely manuals and instructional videos in the field of data analysis; newspapers, periodicals, and magazines in the field of business data analysis and market data analysis; paper, paper articles and printed matter, namely, leaflets, posters, stickers, pens, diaries, calendars, brochures, vouchers, tickets, labels, pamphlets, newspapers, prospectuses, catalogues, magazines, periodicals, books; printed matter, namely, newspapers, magazines and

Services (Classe de Nice & Énoncé(s))

Information relative de classification

Mise en garde

Les données relatives à la classification sont fournies à des fins d'information et de recherche seulement. L'OPIIC ne garantit pas l'exactitude des classes attribuées à la marque de commerce. Ces données n'ont aucune valeur juridique.

Revendication(s)

Declaration of Use filed March 20, 2013

Inscriptions (aussi connu sous « Note de bas de page »)

Owner	periodicals all featuring information about customer loyalty reward and sales and promotional incentive programs and sales promotions; printed matter, namely, printed reports in the field of business data analysis and market data analysis; publications, namely, books in the field of business data analysis and market data analysis;
Address	
Change / Changement d'adresse du propriétaire	
DATE REGISTERED / DATE DE L'ENREGIST REMENT:	sales and promotional incentive programs and sales promotions; trading stamps and coupons and associated savings plans; vouchers for travel by air and for holidays including upgrade vouchers and discount vouchers.
2014-11-06 COMMENTS / COMMENTAI RES: Voir Preuve au dossier/See evidence on File No. 1531707	(1) Promoting the sale of wares and services through a consumer loyalty program; advertising agency services; advertising and promotion of the sales of goods and services of others through purchase continuity programs consisting of the distribution of points or miles which can be redeemed for goods, services or money from a catalogue, participating merchants and service providers; advertising services rendered to third parties, namely organisation, operation and supervision of sales and promotional incentive schemes; advertising, namely dissemination of advertising matter, publication of publicity texts, organisation of exhibitions for commercial purposes, opinion polls, sales promotion, distribution of samples, management of data files, information or business inquiries, commercial administration, service of promotion attached to programs of development of customer loyalty, organisation, implementing and supervision of sales and of a system of promotional premiums; advertising, organisation, operation and supervision of sales and promotional incentive schemes for others; advertising, planning and operation of sales promotion for others; advisory and consultancy services relating to database management and marketing; advisory services relating to market research; analysis of market research data; arranging and conducting customer loyalty reward and promotional incentive programs and trade show exhibitions for commercial or advertising purposes in the field of customer loyalty reward and sales and promotional incentive programs and sales promotions; business consultancy and business information relating to sales and promotional incentive or loyalty schemes; business data analysis; business information, namely providing marketing, systems and operational information regarding the operation of reward programs; business management services; business research and analysis relating to sales and promotional incentive or loyalty schemes; business research services namely, analysis of market research data with respect to specific business locations, providing analysis of retail data in the nature of customer transactions and consumer behaviour as it relates to specific business locations; business services namely, providing and managing computer databases regarding customer loyalty reward and sales and promotional incentive programs and sales promotions and companies participating in such promotions; collection of business information relating to market analysis and research;

compiling and analyzing market research data; computer software design; computerised point of sale data collection services for retailers; conducting employee incentive award programs for others to promote, recognize, and award employee performance through the distribution of prepaid stored value cards and points or miles which can be redeemed for goods and services from a catalogue, participating merchants and service providers; consulting in the field of market research; consulting services relating to the issuance, redemption and expiry of points or miles which can be redeemed for goods and services of participating merchants and service providers, and the calculation thereof and the calculation of estimates of points or miles issued that will never be redeemed; creating and operating online communities for users to form virtual communities and engage in social networking; customer loyalty services for commercial, promotional and advertising purposes, namely, providing incentive award programs for customers to promote the sale of products and services of others; issuance, management and the settlement of trading stamps and electronic points type schemes; issuing stored value cards and pre-paid purchase cards; providing stored value and pre-paid card services, namely, electronic processing of payments made through stored value and pre-paid purchase cards and transmission of payment data; market analysis services; market research services; marketing consulting services in the field of customer loyalty strategies, promotion strategies, pricing and discount strategies; marketing relationship strategy services, namely strategies to obtain and maintain customer loyalty to third party companies, namely customer base identification strategies and customer knowledge and relationship management, retention strategies and added value services management, as in prizes and rewards, access to information and discounts; marketing research, information supply (commercial information agencies), administration of accommodation service (hotels), preparation, auditing and certification of financial statements; organisation of competitions and commercial activities for advertising or business purposes; organisation, operation and supervision of loyalty programs and of sales and promotional incentive schemes; promoting the sale of credit card accounts through the administration of incentive award programs; promoting the sale of wares and services by awarding purchase points for credit card use; promoting the services of operators of and participants in customer loyalty reward and sales and promotional incentive programs and sales promotions through the distribution of printed and audio promotional materials and by rendering sales promotion advice; promoting wares and services through the distribution of discount cards; providing collection of business information and data namely, providing computerized point of sale data collection services for retailers; providing databases featuring business data analysis and market data analysis; providing incentive award programs for customers, employees and business partners through the distribution of prepaid stored value

cards for the purpose of promoting and rewarding loyalty; providing information in the field of on-line computer tracking of sales objectives and fulfilment services for performance incentives by means of a global computer network; provision of business management information; publicity broadcasting services for others; retail store reward programs; services of catalogue sales; services of obtaining benefits and discounts for commercial clients in the purchasing of goods and services for third parties; shopping retail services and electronic shopping retail services all connected with automobile goods and equipment, publications, stationery, cds, dvds; shopping retail services and electronic shopping retail services all connected with credit and debit card services, financial and insurance services; providing online store services in the field of general consumer merchandise and general consumer services for the products and services of others; on-line computer tracking and fulfilment service for performance incentives; brokerage, administration, information and intermediation of insurances of any kind; charge card services; credit card services, credit card reward program services; electronic credit and debit transactions; electronic funds transfer; financial analysis consultation services; financial guarantee services relating to home and auto renovation, repair and emergency referral services; insurance services; operation of an online store where customers may redeem points in exchange for prepaid cards, travel services, media, entertainment, restaurant services, holidays, treatments, electronics, clothing, footwear, headgear, clothing accessories, bags, leather goods, sunglasses, jewellery, hair accessories, cosmetics, toiletries, fragrances and personal care products, toys, games; pre-paid card services; smart card services, namely electronic payment card data storage services, electronic cash services, cash disbursement, cash replacement rendered by credit card, debit card or prepaid card, electronic cash transactions, bill payment services, deposit access and automated teller machine services, payment processing services, transaction authentication and verification services; online travel booking services; pre-paid travel card services; travel agency services; travel reward programs; traveller cheque issuance; organizing and managing events namely, talks, courses, seminars, fairs, expositions, competitions, conferences, and symposiums, educational and of leisure; providing of training in the field on loyalty reward programs; arranging, booking and reservation of travel, accommodation, meals, refreshments, holidays, tours and cruises; industrial analysis and research services; information systems design; interactive hosting services which allow the user to publish and share their own content and images online; new product research and development services for others; developing computer software applications for mobile phones and portable devices; identity theft and fraud prevention services namely, providing notification of potential or actual identity theft by monitoring internet websites, message boards, chat rooms, blogs, newsgroups and other online locations for the appearance of user-specified data; on-line social

networking services; title monitoring and fraud prevention services to protect owners from fraudulent transfers or encumbrances of their property; providing a card registry program which includes loss, cancellation and replacement services, document registration services, cellular phone registration services, fraud protection; providing information, consulting, referral and dispatch services in the fields of home repair, maintenance and renovations, locksmith services, automobile repair and maintenance, emergency roadside assistance, automobile purchasing and vending, personal messaging services (voicemail), warranty pre-expiry reminder services, lost key return services, document registry services, travel itinerary and route-planning services; providing a monitoring program namely, a credit card registry program for cancellation and replacement of lost or stolen cards, protection against fraudulent charges, expiry date reminder service, provision of replacement ticket and cash if cards lost or stolen while travelling, change of address notification to card companies, magazines and subscriptions.

9 - Appareils électriques, scientifiques, d'enseignement et logiciels

16 - Papier et produits de l'imprimerie

35 - Publicité; marketing; promotion et d'affaires commerciales

36 - Assurances et financières

37 - Construction et réparation

38 - Télécommunications

39 - Transport et entreposage

40 - Traitement de matériaux

41 - Éducation et divertissement

42 - Services scientifiques et d'ordinateurs

43 - Hébergement et alimentation

45 - Personnels et juridiques

Historique des actions

Action	Date de l'action	Date d'échéance	Commentaires
Produite	2011-06-14		
Créé	2011-06-15		
Formalisée	2011-06-17		
Recherche enregistrée	2011-12-06		
Premier rapport de l'examineur	2011-12-06	2012-06-06	
Changement du nom de l'agent	2012-01-04		
Changement du nom du représentant pour signification	2012-01-04		
Avis d'approbation envoyé	2012-03-29	2012-04-26	
Approuvée	2012-05-17		APPROVED BY PROGRAM EX200M1

Publiée	2012-05-23		Vol.59 Issue 3004
Modification à la demande	2012-06-19		Name / Voir Preuve au dossier/See evidence on File No. 1531707
Admise	2012-09-07		
Avis d'admission envoyé	2012-09-07	2014-06-14	
Enregistrée	2013-04-04	2028-04-04	
Changement du nom du représentant pour signification	2013-05-29		
Changement du nom du représentant pour signification	2013-05-29		
Changement du nom du représentant pour signification	2013-06-03		
Changement du nom du représentant pour signification	2013-06-03		
Changement du nom du représentant pour signification	2013-06-27		
Modification de l'enregistrement	2014-11-06		Owner Address Change / Voir Preuve au dossier /See evidence on File No. 1531707