

**Numéro de demande**

2178706

**Type(s)**

Caractères standard

**Catégorie**

Marque de commerce

**Statut de l'OPIC**

APPROUVÉE

**Statut de TM5**

ACTIVE/DEMANDE/ En cours d'examen



La demande de marque a été acceptée par l'Office (elle satisfait aux exigences de dépôt minimales) et a été attribuée à un examinateur.

**Produite**

2022-04-12

**Requérant**

Shopify Inc. c/o Legal-IP  
Department  
151 O'Connor Street, Ground  
Floor  
Ottawa  
ONTARIO K2P2L8

**Agent**

SMART & BIGGAR LP  
Scotia Plaza, 40 King Street  
West  
40th Floor  
Toronto  
ONTARIO M5H3Y2

**Documents**

[Afficher les documents](#)

**Rubriques d'index**

LINKPOP  
LINK POP

**Produits (Classe de Nice & Énoncé(s))**

9 (1) Downloadable software for creating and optimizing social media profiles, creating links to online retail stores, product listings, social media profiles, digital media content being logos, images, and videos, and digital assets, and providing retail, e-commerce, marketing, and social media data analytics; downloadable software for use in the retail and e-commerce industry for facilitating retail store services, namely, software that allows users to perform business management via a global computer network, namely, database management, sales and customer tracking and inventory management, software for point of sale transactions, application programming interface (API) software that enables developers to build software applications for use in the retail and e-commerce industry, software for assisting developers in creating program code for use in multiple application programs, software for assisting developers in creating program code for use in mobile internet applications and client interfaces, software for assisting developers in creating program code for use in multiple application programs, software for developing, building, and operating consumer blockchain applications, software for running development programs and application programs in a common development environment, software for the scripting of markup language, software for use in e-commerce and the retail industry, namely, software for supply chain management, drop shipping, product development and customizations, software for use in e-commerce and the retail industry to allow users to perform business management via a global computer network, namely, product pricing automation, tracking sales performance, order fulfillment, shipment tracking, database management, sales and customer tracking and inventory customization and management, software for use in managing the user's business contacts, business information and business relationships, software for managing contact information of third parties, for capturing, recording, organizing and managing business transactions, and for managing social media interactions between individuals related to business relationships, software for messaging and communications in the nature of facilitating transmission of messages between merchants and customers, educational software featuring instruction in ecommerce for users to perform electronic business transactions, business development and management, advertising, digital marketing, website design, and customer service via a global computer network, software for point-of-sale (POS) transactions, tracking sales performance, and managing customers,

orders, and inventory, software for online shopping, tracking deliveries, use as a digital wallet, and discovering local businesses, software for online promotion, advertising and marketing, namely for search engine and web site optimization, targeted and retargeting advertising, electronic messaging and text marketing, customer data management, and customer relationship management, software for advertising by transmission of on-line publicity for third parties through electronic communications networks, software for advertising on the Internet for others, software for advertising the goods and services of others via electronic media and specifically the internet, software for compilation of advertisements for use as web pages on the internet, dissemination of advertising for others via the Internet, software for on-line advertising for others on computer networks and placing advertisements for others, software for providing electronic commerce services in association with on-line live stream shopping, namely, distributing live video where a host promotes products for sale and facilitating purchase transactions, software for use in generating streaming advertisements on the web sites of others, software for use in e-commerce and the retail industry that provides carbon offset information for product deliveries

### **Services (Classe de Nice & Énoncé(s))**

- 35 (1) Information and data compiling and analyzing relating to business management; advertising on the Internet for others; web site optimization services; provision of an online marketplace for buyers and sellers of goods and services
- 42 (2) Application service provider (ASP), featuring online non-downloadable software for creating and optimizing social media profiles, creating links to online retail stores, product listings, social media profiles, digital media content being logos, images, and videos, and digital assets, and providing retail, e-commerce, marketing, and social media data analytics; Application service provider (ASP) featuring online non-downloadable software for use in the retail and e-commerce industry for facilitating retail store services, namely, software that allows users to perform business management via a global computer network, namely, database management, sales and customer tracking and inventory management, software for point of sale transactions, application programming interface (API) software that enables developers to build software applications for use in the retail and e-commerce industry, software for assisting developers in creating program code for use in multiple application programs, software for assisting developers in creating program code for use in mobile internet applications and client interfaces, software for assisting developers in creating program code for use in multiple application programs, software for developing, building, and operating consumer blockchain applications, software for running development programs and application programs in a common development environment, software for the scripting of markup language, software for use in e-commerce and the retail

industry, namely, software for supply chain management, drop shipping, product development and customizations, software for use in e-commerce and the retail industry to allow users to perform business management via a global computer network, namely, product pricing automation, tracking sales performance, order fulfillment, shipment tracking, database management, sales and customer tracking and inventory customization and management, software for use in managing the user's business contacts, business information and business relationships, software for managing contact information of third parties, for capturing, recording, organizing and managing business transactions, and for managing social media interactions between individuals related to business relationships, software for messaging and communications in the nature of facilitating transmission of messages between merchants and customers, educational software featuring instruction in ecommerce for users to perform electronic business transactions, business development and management, advertising, digital marketing, website design, and customer service via a global computer network, software for point-of-sale (POS) transactions, tracking sales performance, and managing customers, orders, and inventory, software for online shopping, tracking deliveries, use as a digital wallet, and discovering local businesses, software for online promotion, advertising and marketing, namely for search engine and web site optimization, targeted and retargeting advertising, electronic messaging and text marketing, customer data management, and customer relationship management, software for advertising by transmission of on-line publicity for third parties through electronic communications networks, software for advertising on the Internet for others, software for advertising the goods and services of others via electronic media and specifically the internet, software for compilation of advertisements for use as web pages on the internet, dissemination of advertising for others via the Internet, software for on-line advertising for others on computer networks and placing advertisements for others, software for providing electronic commerce services in association with on-line live stream shopping, namely, distributing live video where a host promotes products for sale and facilitating purchase transactions, software for use in generating streaming advertisements on the web sites of others, software for use in e-commerce and the retail industry that provides carbon offset information for product deliveries; platform as a service (PAAS) featuring computer software platforms for creating and optimizing social media profiles, creating links to online retail stores, product listings, social media profiles, digital media content being logos, images, and videos, and digital assets, and providing retail, e-commerce, marketing, and social media data analytics; platform as a service (PAAS) featuring computer software platforms for use in the retail and e-commerce industry for facilitating retail store services, namely, software platforms that allows users to perform business management via a global computer network, namely, database management, sales and customer tracking and inventory management,

software platforms for point of sale transactions, application programming interface (API) software platforms that enable developers to build software applications for use in the retail and e-commerce industry, software platforms for assisting developers in creating program code for use in multiple application programs, software platforms for assisting developers in creating program code for use in mobile internet applications and client interfaces, software platforms for assisting developers in creating program code for use in multiple application programs, software platforms for developing, building, and operating consumer blockchain applications, software platforms for running development programs and application programs in a common development environment, software platforms for the scripting of markup language, software platforms for use in e-commerce and the retail industry, namely, for supply chain management, drop shipping, product development and customizations, software platforms for use in e-commerce and the retail industry to allow users to perform business management via a global computer network, namely, product pricing automation, tracking sales performance, order fulfillment, shipment tracking, database management, sales and customer tracking and inventory customization and management, software platforms for use in managing the user's business contacts, business information and business relationships, software platforms for managing contact information of third parties, for capturing, recording, organizing and managing business transactions, and for managing social media interactions between individuals related to business relationships, software platforms for messaging and communications in the nature of facilitating transmission of messages between merchants and customers, educational software platforms featuring instruction in ecommerce for users to perform electronic business transactions, business development and management, advertising, digital marketing, website design, and customer service via a global computer network, software platforms for point-of-sale (POS) transactions, tracking sales performance, and managing customers, orders, and inventory, software platforms for online shopping, tracking deliveries, use as a digital wallet, and discovering local businesses, software platforms for online promotion, advertising and marketing, namely for search engine and web site optimization, targeted and retargeting advertising, electronic messaging and text marketing, customer data management, and customer relationship management, software platforms for advertising by transmission of on-line publicity for third parties through electronic communications networks, software platforms for advertising on the Internet for others, software platforms for advertising the goods and services of others via electronic media and specifically the internet, software platforms for compilation of advertisements for use as web pages on the internet, dissemination of advertising for others via the Internet, software platforms for on-line advertising for others on computer networks and placing advertisements for others, software platforms for providing electronic commerce

services in association with on-line live stream shopping, namely, distributing live video where a host promotes products for sale and facilitating purchase transactions, software platforms for use in generating streaming advertisements on the web sites of others, software platforms for use in e-commerce and the retail industry that provide carbon offset information for product deliveries; software as a service (SAAS) services featuring software for creating and optimizing social media profiles, creating links to online retail stores, product listings, social media profiles, digital media content being logos, images, and videos, and digital assets, and providing retail, e-commerce, marketing, and social media data analytics; software as a service (SAAS) services featuring software for use in the retail and e-commerce industry for facilitating retail store services, namely, software that allows users to perform business management via a global computer network, namely, database management, sales and customer tracking and inventory management, software for point of sale transactions, application programming interface (API) software that enables developers to build software applications for use in the retail and e-commerce industry, software for assisting developers in creating program code for use in multiple application programs, software for assisting developers in creating program code for use in mobile internet applications and client interfaces, software for assisting developers in creating program code for use in multiple application programs, software for developing, building, and operating consumer blockchain applications, software for running development programs and application programs in a common development environment, software for the scripting of markup language, software for use in e-commerce and the retail industry, namely, software for supply chain management, drop shipping, product development and customizations, software for use in e-commerce and the retail industry to allow users to perform business management via a global computer network, namely, product pricing automation, tracking sales performance, order fulfillment, shipment tracking, database management, sales and customer tracking and inventory customization and management, software for use in managing the user's business contacts, business information and business relationships, software for managing contact information of third parties, for capturing, recording, organizing and managing business transactions, and for managing social media interactions between individuals related to business relationships, software for messaging and communications in the nature of facilitating transmission of messages between merchants and customers, educational software featuring instruction in ecommerce for users to perform electronic business transactions, business development and management, advertising, digital marketing, website design, and customer service via a global computer network, software for point-of-sale (POS) transactions, tracking sales performance, and managing customers, orders, and inventory, software for online shopping, tracking deliveries, use as a digital wallet, and discovering local businesses, software for online promotion,

advertising and marketing, namely for search engine and web site optimization, targeted and retargeting advertising, electronic messaging and text marketing, customer data management, and customer relationship management, software for advertising by transmission of on-line publicity for third parties through electronic communications networks, software for advertising on the Internet for others, software for advertising the goods and services of others via electronic media and specifically the internet, software for compilation of advertisements for use as web pages on the internet, dissemination of advertising for others via the Internet, software for on-line advertising for others on computer networks and placing advertisements for others, software for providing electronic commerce services in association with on-line live stream shopping, namely, distributing live video where a host promotes products for sale and facilitating purchase transactions, software for use in generating streaming advertisements on the web sites of others, software for use in e-commerce and the retail industry that provides carbon offset information for product deliveries

### Historique des actions

Action	Date de l'action	Date d'échéance	Commentaires
Produite	2022-04-12		
Créé	2022-04-12		
Formalisée	2022-04-12		
Lettre d'évaluation préalable envoyée	2022-07-18		Goods or Services Not Acceptable
Changement du nom de l'agent	2022-10-07		
Recherche enregistrée	2025-02-25		
Premier rapport de l'examineur	2025-02-25	2025-08-25	
Correspondance créée	2025-10-31	2026-04-30	
Changement d'agent	2026-04-21		Transferred From: 12 To: 59
Approuvée	2026-04-27		APPROVED BY PROGRAM EX200M1
Avis d'approbation envoyé	2026-04-27		APPROVED BY PROGRAM EX200M1