

**Numéro de demande**

2257027

**Numéro d'enregistrement**

TMA1333000

**Numéro de l'enregistrement international**

1728654

**Type(s)**

Dessin

**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**

2022-09-14

**Date d'enregistrement international**

2022-09-14

**Enregistrée**

2025-07-18

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

2032-09-14

**Propriétaire inscrit**

CarGurus, Inc.  
2 Canal Park, 4th Floor  
Cambridge MA 02141  
ÉTATS-UNIS D'AMÉRIQUE

**Agent**

SMART & BIGGAR LP

**Description de la marque de commerce**

The mark consists of the words Car Gurus with design of two faces formed partly from the letters in the words. The left portion of the mark, including the word Car, is in red, and the right portion, including the word Gurus, is in blue.

**Rubriques d'index**

CARGURUS  
CAR GURUS  
C  
G

**Information sur les codes de Viennes (Code & Description)**

27.3.1	Lettres ou chiffres représentant un être humain ou une partie du corps humain, un animal ou une partie du corps d'un animal, un végétal, un corps céleste, un phénomène naturel ou un objet
A 27.3.2	Lettres ou chiffres représentant un être humain ou une partie du corps humain
26.1.1	Cercles
26.1.6	Plusieurs cercles ou ellipses, juxtaposés, tangents ou se coupant
A 26.1.14	Cercles ou ellipses contenant la représentation d'êtres humains ou de parties du corps humain
2.9.4	Yeux -- Note: Y compris les yeux avec ou sans sourcils et les yeux avec larmes.
2.9.7	Nez
2.9.8	Lèvres, bouches, langues
4.5.3	Figures ou corps géométriques personnifiés, assemblages de figures ou de corps géométriques représentant un personnage
4.5.7	Émoticônes souriantes
A 26.1.26	Cercles ou ellipses avec des zones découpées
29.1.1	Rouge, rose, orangé
29.1.4	Bleu

**Revendication de couleur**

Colour is claimed as a feature of the trademark. The color(s) red and blue is/are claimed as a feature of the mark. The mark consists of the words Car Gurus with design of two faces formed partly from the letters in the words. The left portion of the mark, including the word Car, is in red, and the right portion, including the word Gurus, is in blue.

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

9 (1) Downloadable mobile device software for use in lead generation for vehicle dealers; downloadable mobile device software featuring technology that enables users to locate motor vehicle dealers and match consumer requests for vehicle pricing and information to motor vehicle dealers; downloadable mobile device software for

Scotia Plaza, 40 King Street  
West  
40th Floor  
Toronto  
ONTARIO M5H3Y2

## Documents

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use in vehicle valuation and market research in the automotive field; downloadable mobile device software for creating, managing, organizing, displaying, tagging, bookmarking, storing and sharing electronic audio-visual media content in the motor vehicle field via the Internet and global communications networks; downloadable mobile device software for providing information, push notifications, and photographs about automobile and vehicles specifications, and information related to the selection, availability, pricing, evaluation, comparisons, and valuations of automobiles and vehicles; downloadable mobile device software to facilitate business transactions via a global computer network for the purchase of vehicles being sold by sellers; downloadable mobile device software for accessing financing information in the field of vehicles; downloadable computer application software for mobile phones that allows users to remotely manage and control advertisements in the automotive field on electronic advertising displays; downloadable mobile phone software for providing classified advertising space in the automotive field via a global computer network; downloadable mobile device software enabling the creation and dissemination of advertisements and promotional campaigns for third parties in digital marketplaces in the automotive field; downloadable mobile device software for providing information regarding motor vehicle history, namely, information identifying problems with title, registration, previous accidents, previous owners, and other information affecting vehicle value, safety, and performance when given vehicle identification; downloadable mobile device software featuring technology that displays user vehicle pricing and value information, assembles display user and seller profiles, and otherwise provides means by which users can list for sale, offer to buy, buy and sell vehicles through an online platform; downloadable mobile device software for use in connection with searching for new and used vehicle listings and accessing vehicle related information; downloadable mobile device software for processing of vehicle valuation and market research data in the automotive field; downloadable mobile device software for use in motor vehicle valuation, sales management, and marketing information management in the motor vehicle field; downloadable mobile device software featuring consumer product information about vehicles that allows users to input their preferences and find vehicles based on logic controls defined by user-configurable settings; downloadable mobile device software to provide real-time offers for vehicles to sellers; downloadable mobile device software featuring application programming interface (API) software for use by sellers to receive real-time offers on vehicles, based on real time market data.

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

- 35 (1) Providing consumer product information about automobiles and vehicles for sale by means of a global communications network, namely, providing information and photographs about automobile and vehicles

specifications, and information related to the selection, availability, pricing, comparisons, and valuations of automobiles and vehicles; providing commercial information for vehicle dealers, purchasers, and financiers relating to vehicle specifications and pricing information via an online searchable portal; business consultancy in the field of automobile leads; providing sales and lease leads for others in the field of new cars; providing leads for prospective purchasers of land vehicles; business research and data analysis services in the field of vehicle sales; providing commercial information featuring ratings, reviews, and recommendations on vehicle dealerships to others via a website; providing consumer information in the field of motor vehicle history, namely, information identifying problems with title, registration, previous accidents, previous owners, and other information affecting vehicle value, such as motorized vehicle price reports, safety, and performance infomediary services, namely, facilitating transactions in the nature of the sale and exchange of new and used automobiles between buyers and sellers through providing buyers with information about sellers, goods and services via the Internet and other electronic communications networks; providing third party consumer product information about vehicles that allows users to input their preferences and find vehicles based on logic controls defined by user-configurable settings via the internet and electronic mobile communications networks via a website; arranging commercial transactions for others in the field of vehicles via on-line shops; compilation and display via a website of information relating to third-party financial data in the field of vehicles; providing space on a web site for the advertisement of the goods and services of others in the automotive field.

36 (2) Vehicle valuation services; displaying third-party financial information relating to vehicles via a website and via an on-line computer database; financial services, namely, financing of vehicles and arranging of credit checks; facilitating the acceptance, processing, and reconciling of electronic payment transactions via a global computer network; facilitating and providing information about the financing of automobiles and vehicles; providing automobile value advisory and price evaluation services; providing information to others concerning available lines of credit for use in connection with transactions; appraisal of motor vehicles; financial evaluation for insurance purposes; evaluation of the creditworthiness of companies and private individuals.

39 (3) Motor vehicle transportation service for others in the nature of transport and physical relocation of motor vehicles.

42 (4) Providing online non-downloadable software for use in lead generation for vehicle dealers; providing online non-downloadable software featuring technology that enables users to locate motor vehicle dealers and match consumer requests for vehicle pricing and information to motor vehicle dealers; providing online non-downloadable software for use vehicle valuation and market research in the automotive field; providing online non-downloadable

computer software for creating, managing, organizing, displaying, tagging, bookmarking, storing and sharing electronic audio-visual media content in the motor vehicle field via the Internet and global communications networks; software as a service (SaaS) featuring software for the purchase and sale of vehicles; providing online non-downloadable computer software for providing information and photographs about automobile and vehicles specifications, and information related to the selection, availability, pricing, comparisons, and valuations of automobiles and vehicles; providing online non-downloadable software to facilitate business transactions via a global computer network for the purchase of vehicles being sold by sellers; providing online non-downloadable software for accessing financing information in the field of vehicles; providing temporary use of non-downloadable software enabling the creation and dissemination of advertisements and promotional campaigns for third parties in digital marketplaces in the automotive field; providing online non-downloadable software for providing information regarding motor vehicle history, namely, information identifying problems with title, registration, previous accidents, previous owners, and other information affecting vehicle value, safety, and performance when given vehicle identification; providing online non-downloadable software featuring computer software platforms to provide real-time offers for vehicles to sellers; application service provider featuring application programming interface (API) software for use by sellers to receive real-time offers on vehicles, based on real time market data; providing online non-downloadable software featuring technology that displays user vehicle pricing and value information, assembles display user and seller profiles, and otherwise provides means by which users can list for sale, offer to buy, buy and sell vehicles through an online platform; providing online non-downloadable software for use in connection with searching for new and used vehicle listings and accessing vehicle related information; providing online non-downloadable computer software for processing of vehicle valuation and market research data in the automotive field; providing online non-downloadable computer software for use in motor vehicle valuation, sales management, and marketing information management in the motor vehicle field; online non-downloadable software featuring consumer product information about vehicles that allows users to input their preferences and find vehicles based on logic controls defined by user-configurable settings; providing a web-based online searchable portal featuring commercial information for vehicle dealers, purchasers, and financiers relating to vehicle specifications and pricing information.

### **Revendication(s)**

Priority Filing Date: March 14, 2022, Country or Office: UNITED STATES OF AMERICA, Application No. 97311372 in association with the same kind of goods and in association with the same kind of services

## Historique des actions

Action	Date de l'action	Date d'échéance	Commentaires
Enregistrement international	2022-09-14	2032-09-14	
Produite	2022-09-14		Registration
Créé	2023-05-10		
Formalisée	2023-05-10		
Notification de designation - Protocole de Madrid	2023-05-11	2024-11-11	
Changement d'agent	2023-08-23		From/De: To/A: 2502
Changement d'agent	2024-02-16		From/De: 2502 To/A: 16550
Changement d'agent	2024-02-28		From: 16550 To: 2502 / Voir Preuve au dossier /See evidence on File No. 2257027
Notification d'éventuelle opposition envoyée	2024-03-11		
Recherche enregistrée	2024-05-23		
Premier rapport de l'examineur	2024-05-23	2024-11-23	
Refus provisoire total	2024-05-23	2024-11-23	
Changement du nom de l'agent	2024-09-27		
Changement du nom de l'agent	2024-09-27		
Approuvée	2025-03-26		APPROVED BY PROGRAM EX200M1
Avis d'approbation envoyé	2025-03-26		APPROVED BY PROGRAM EX200M1
Publiée	2025-04-30		Vol.72 Issue 3679
Notification de commencement de la période d'opposition envoyée	2025-04-30		Requested on 2025/04/30 00:30:08 in program jr500m1
Enregistrement en attente	2025-07-18		
Enregistrée	2025-07-18		
Déclaration d'octroi de la protection envoyée (suite à un refus provisoire)	2025-07-18		
Changement d'agent	2026-04-21		Transferred From: 2502 To: 59