

ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP.,

URSULA SIMPSON

APPLICANT - REQUÉRANT
TRADE MARK - MARQUE DE COMMERCE
MASOR & DESIGN

565/83
RICHES, MCKENZIE & HERBERT,
2 BLOOR STREET EAST,
SUITE 2900,
TORONTO, ONTARIO,
M4W 3J5.

FILING DATE - DATE DE PRODUCTION FILE NO. - DOSSIER N° PRIORITY DATE - DATE DE PRIORITÉ
1983/06/01 504480

CCA 1896 (6-81)

INDEX HEADINGS - RUBRIQUES DE L'INDEX
MASOR
S
RECTANGULAR SHAPED FIGURE

REGISTERED USER - USAGER INSCRIT

ADVERTISEMENT DATE - DATE DE L'ANNONCE JULY 17 1988
DATE OF ALLOWANCE - DATE DE L'ADMISSION

VOL. 35 NO. 1764 OCT 21 1988

REFERRED TO
REMIS À

REMARKS
REMARQUES

INITIALS
INITIALES

DATE

P.A. DATE
CLASSER

INITIALS
INITIALES

D.F. DATE
REPORTER

SEARCH	REMARKS	INITIALS	DATE	P.A. DATE	INITIALS	D.F. DATE
[REDACTED]	[REDACTED]		JUN 9 1983			
[REDACTED]	[REDACTED]		11-1-84			
EX-R-BF	R		13-5-85			
U. Simpson	R		22/5/85	JUN 7 1985		
[REDACTED]	R		22-7-85			
[REDACTED]	R		13-9-85	AUG 19 1985		
U.S.	M		13-9-85	OCT 25 1985		
EX-R-BF	M		16-3-86	APR 14 1986		
N.O.	from Ex R BF		3-5-86			
U.S.			8/10/86			
[REDACTED]				JAN 14 1986		

504480



Consumer and Corporate Affairs Canada

Consommation et Corporations Canada



504 480

0 8 4 4 0

REGISTRATION NO. 357,016

JUN 20 1983

USER RESPONSIBILITY

It is your responsibility;

To complete proper action columns on the cover,

To send a file control form to the Records office when passing this file,

To attach any correspondence received or created while this file is in your possession,

To consult the Records Office to arrange for the transfer of papers from this file to another, file title changes, etc.

TO RETURN THIS FILE TO THE RECORDS OFFICE AS SOON AS POSSIBLE.

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C'est votre responsabilité;

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D'attacher toute correspondance reçue ou créée tandis que ce dossier est en votre possession,

De consulter le bureau des documents pour le transfert des papiers d'un dossier à un autre, pour les changements de titres, etc.

DE RETOURNER CE DOSSIER AU BUREAU DES DOCUMENTS LE PLUS TÔT POSSIBLE.





Date	21 nov/Nov 2019
Votre référence - Your reference	
Numéro de dossier - File number	504480
Numéro d'enregistrement - Registration Number	TMA357,016

ALTERNATE MEDI-ELECTRONICS
MANUFACTURING CORP.,
R.R. 2,
LORETTO,
ONTARIO L0G 1L0



Propriétaire - Owner

ALTERNATE MEDI-ELECTRONICS
MANUFACTURING CORP.,

Marque de commerce - Trademark
MASOR & DESIGN

**ACCUSÉ DE RÉCEPTION DU
RENOUVELLEMENT DE L'ENREGISTREMENT
D'UNE MARQUE DE COMMERCE**

**TRADEMARK REGISTRATION RENEWAL
ACKNOWLEDGEMENT**

Vous êtes par la présente avisé que cet enregistrement de
marque de commerce a été renouvelé.

This is to notify you that this trademark registration has been
renewed.

Demande présenté par:
Request initiated by:

David Stewart
4668 Hwy 518 W.
RR#1
Sprucedale Ontario
P0A 1Y0
Canada

Registraire des marques de commerce
Registrar of Trademarks

Contact: Suzanne Lacombe
Section des cessions et renouvellements/
Assignment and Renewal Section
819-635-3923



Innovation, Sciences et
Développement économique Canada
Office de la propriété intellectuelle du Canada

50, rue Victoria
Place du Portage I
Gatineau (Québec) K1A 0C9

<http://opic.gc.ca>

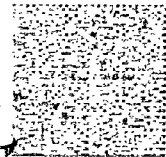
Innovation, Science and
Economic Development Canada
Canadian Intellectual Property Office

50 Victoria Street
Place du Portage I
Gatineau


ISDE-ISED Canada

 2019/12/02
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 OPIC-CIPO S00017535N
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N/A



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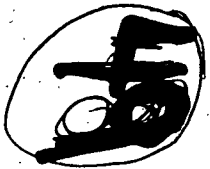
CANADA POSTES
 POST  CANADA
 2019
 K1A 0C9 2019.11.22


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ALTERNATE MEDI-ELECTRONICS
MANUFACTURING CORP.,
R.R. 2,
LORETTO,
ONTARIO L0G 1L0

Date	12 juin/Jun 2019
N° de Dossier - File Number	504480
N° d'enregistrement - Registration Number	TMA357,016

Marque de commerce - Trade-mark
MASOR & DESIGN

AVIS DE RENOUELEMENT

Permettez-moi de vous rappeler que l'enregistrement de la marque de commerce décrite ci-dessus était sujet à renouvellement le :

16 juin 2019

Le droit de renouvellement d'une marque de commerce est de 400,00\$, ou de 350,00\$ si soumis en ligne via le site Internet de l'OPIC, tel que prescrit à l'annexe I du *Règlement sur les marques de commerce* et le paiement doit être fait à l'ordre du Receveur Général du Canada. Veuillez indiquer les numéros d'enregistrement et de dossier pour fins d'identification.

Conformément à l'article 46(2) de la *Loi sur les marques de commerce*, vous êtes avisé par la présente que le registraire se verra tenu de radier l'enregistrement de la marque de commerce en rubrique si le droit de renouvellement prescrit n'est pas acquitté dans les 6 mois de la date du présent avis.

Si vous avez déjà versé le montant susmentionné, veuillez ne pas tenir compte de cet avis.

RENEWAL NOTICE

I wish to remind you that the registration of the above described trade-mark was subject to renewal on:

June 16, 2019

The fee for the renewal of a trade-mark is \$400.00, or \$350.00 if submitted on-line via the CIPO website, as prescribed in schedule I of the *Trade-marks Regulations*. The remittance should be made payable to the Receiver General for Canada. Please quote the registration and file numbers in order to ensure proper identification.

Pursuant to section 46(2) of the *Trade-Marks Act*, you are hereby notified that the Registrar will have no alternative but to expunge the registration of this trade-mark if the prescribed renewal fee is not paid within 6 months from the date of this notice.

If you have already paid the above mentioned fee, please disregard this notice.

Registraire des marques de commerce
Registrar of Trade-marks

CC RICHES, MCKENZIE & HERBERT LLP
SUITE 1800
2 BLOOR STREET EAST
TORONTO
ONTARIO M4W 3J5

Contact: Section des cessions et renouvellements /
Assignment and Renewal Section
819-997-2590



Innovation, Sciences et
Développement économique Canada

Office de la propriété intellectuelle du Canada

50, rue Victoria
Place du Portage I
Gatineau (Québec) K1A 0G9

http://op

Industry
Canada

Industrie
Canada



CIPO

OPIC

A/M/J..... Y/M/D

2019/06/20

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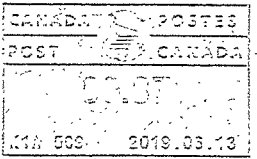
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Innovation, Science and
Economic Development Canada

Canadian Intellectual Property Office



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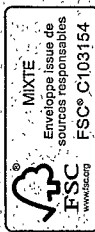
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K1A 0C9

OPIC-CIPO189 02/19

Canada





Office de la propriété
intellectuelle
du Canada

Un organisme
d'Industrie Canada

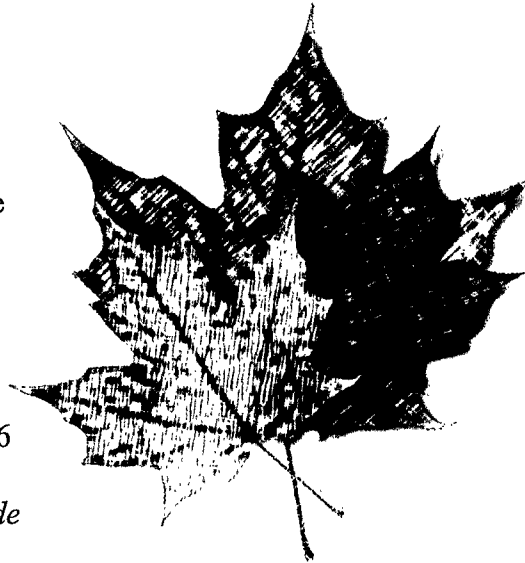
Canadian
Intellectual Property
Office

An Agency of
Industry Canada

Marques de commerce
Certificat de renouvellement

Trade-marks
Certificate of Renewal

La présente atteste que
l'enregistrement de
cette marque de commerce
est renouvelé pour une
période de quinze ans,
conformément à l'article 46
de la *Loi sur les marques de
commerce*.



This is to certify that this
trade-mark registration
is renewed for a
period of fifteen years,
in accordance with section 46
of the *Trade-marks Act*.

MASOR

Numéro d'enregistrement
Registration Number **TMA357,016**

Numéro de dossier
File Number **504480**

Registraire des marques de commerce
Registrar of Trade-marks

(CIPO 196)11-03

Date d'échéance
Expiry Date **16 juin/Jun 2019**

Date **23 juin/Jun 2004**

Canada

COPIE DU DOSSIER
FILE COPY

OPIC CIPO

APPL'N/DEM. NO 504 480 REGISTRATION/ENREGISTREMENT NO TMA357,016

FILING DATE/DATE DE PRODUCTION:

01 JUN/JUIN 1983

REGISTRATION DATE/DATE D'ENREGISTREMENT:

16 JUN/JUIN 1989

REGISTRANT/PROPRIETAIRE ORIGINAL:

ALTERNATE MEDI-ELECTRONICS
MANUFACTURING CORP.,

R.R. 2,
LORETTO,
Ontario
LOG 1LO

REP FOR SERVICE/REP POUR SIGNIFICATION:

RICHES, MCKENZIE & HERBERT,

SUITE 2900,

2 BLOOR STREET EAST,

TORONTO, ONTARIO,

M4W 3J5.

TRADE MARK/MARQUE DE COMMERCE: *** SEE DESIGN MARK ***

WARES/MARCHANDISES:

Magnetic biological stimulators for use in the medical treatment of
humans and animals.

Used in Canada since at least January 1983.

DESIGN PAGE

PAGE DU DESSIN

APPL'N/DEM. NO 504 480 REGISTRATION/ENREGISTREMENT NO TMA357,016

TRADE MARK/MARQUE DE. COMMERCE:

MASOR

ADVERTISMENT DATE: 1988/08/17

VOLUME NUMBER: 35

ISSUE NUMBER: 1764

APPLICATION NO - DEMANDE NO:

504480 EXTENSION CTR:

000

FILING DATE - DATE DE PRODUCTION:

1983/06/01

PRIORITY FILING DATE -

DATE DE PRIORITE DE PRODUCTION:

APPLICANT - PROPRIETAIRE INSCIPIT

ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP.,

R. R. 2,

LORETTO,

Ontario

LOG 1LO

AGENT: 6489

XREF: 565/83

REP. FOR SERVICE - REP POUR SIGNIFICATION 6489

TRADE MARK/MARQUE DE COMMERCE

MASOR & DESIGN

WARES/MARCHANDISES:

Magnetic biological stimulators for use in the medical treatment of humans and animals.

Used in Canada since at least January 1983.

SUBJECT HEADINGS:

MASOR

S

RECTANGULAR SHAPED FIGURE

~~WARES/MARCHANDISES:~~

~~Stimulateurs biologiques magnétiques pour traitements médicaux d'humains et d'animaux.~~

~~Employée au Canada depuis au moins janvier 1983.~~

Mailed to

*Richard
McKenzie
& Hubert*

N/A

RICHES, MCKENZIE & HERBERT

R. DALE MCKENZIE, B.Sc.E.E., LL.B., P. Eng.
PAUL HERBERT, B.Sc.Phm., LL.B.
LEONARD L. ANNETT, B.Sc., LL.B.
R. BRANT LATHAM, B.A.Sc. (Chem. Eng.), LL.B., P. Eng.

SUITE 2900
2 BLOOR STREET EAST
TORONTO, CANADA
M4W 3J5

BARRISTERS & SOLICITORS
PATENT & TRADE MARK AGENTS

DANIEL HITCHCOCK, B.Eng. (Elec.), LL.B., P. Eng.
CHRISTINA D. MACIW, B.A., LL.L., LL.B.

TELEPHONE (416) 961-5000
TELECOPIER (416) 961-5081

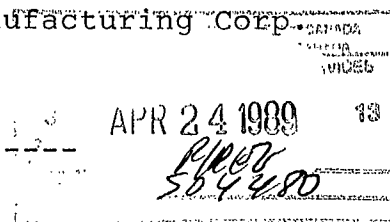
CONTINUING THE PRACTICE OF
GEORGE H. RICHES AND ASSOCIATES,
ESTABLISHED 1887

April 24, 1989

CABLE "PATENTS TORONTO"
TELEX: 06-23677

The Registrar of Trade Marks
Consumer and Corporate Affairs
c/o Toronto Regional Office

Re: Alternate Medi-Electronics Manufacturing Corp.
Trade Mark: MASOR & design
Serial No.: 504,480
Our Case : T56583




Dear Sir:

With respect to the above referenced matter, we will appreciate your attention to the following indicated enclosure(s):

Registration Fee of \$200.00

Yours very truly,

RICHES, MCKENZIE & HERBERT


Leonard L. Annett

LLA:njk
Encl.
Ret. Ack. Card

MAY 30 4 50
8311 200.00
1884 #
#287 2126333 3621 3:48PM 4/27/89

TORONTO MAY - 1 1989



Consumer and
Corporate Affairs Canada

Consommation
et Corporations Canada

Trade Marks

Marques de commerce

**OFFICE OF
ALLOWANCE**

**NOTIFICATION
D'ACCEPTATION**

Date	25 OCT/OCT 1988
Our file — Notre référence	504480
Your file — Votre référence	565/83

RICHES, MCKENZIE & HERBERT,
SUITE 2900,
2 BLOOR STREET EAST,
TORONTO, ONTARIO,
M4W 3J5.

Applicant — Requéant	ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP.,
Trade Mark — Marque de commerce	MASOR & DESIGN

You are hereby given notice that the subject application for registration of a trade mark has been allowed. The following "x" marked check boxes denote items which are required or pertinent to this application.

Recevez avis, par la présente, que ladite demande d'enregistrement de la marque de commerce a été acceptée. Les cases suivantes, lorsqu'elles renferment un "x", indiquent quelles pièces sont exigées ou appropriées relativement à la demande.

(a) A registration fee of TWO HUNDRED DOLLARS within six months of the date of this notice.

(a) Des frais d'enregistrement de DEUX CENTS DOLLARS doivent être versés dans les six mois suivant la date du présent avis.

(b) Pursuant to Section 39(2) of the Trade Marks Act, a declaration that the applicant (or the approved registered user) has commenced use of the trade mark in Canada in association with the wares and/or services specified in the application within six months of the date of this notice, failing which the application will be abandoned. The registration fee of TWO HUNDRED DOLLARS must accompany the declaration of use.

(b) En conformité de l'article 39(2) de la Loi sur les marques de commerce, une déclaration indiquant que le requérant (ou l'usager inscrit approuvé) a commencé à utiliser la marque de commerce au Canada en liaison avec les marchandises et/ou les services mentionnés dans la demande doit être fournie dans les six mois suivant le présent avis, sans quoi la demande sera abandonnée. Les frais d'enregistrement de DEUX CENTS DOLLARS doivent accompagner la déclaration d'utilisation.

(c) Three specimens showing the mark as actually used in association with the wares and/or services as described in Rule 33 of the Trade Marks Rules are required.

(c) Trois spécimens de la marque de commerce telle qu'elle est utilisée en liaison avec les marchandises et/ou les services sont requis, comme le prescrit la règle 33 des Règles sur les marques de commerce.

Registrar of Trade Marks
50-Victoria St.
Phase I, Place du Portage
Ottawa — Hull
K1A 0C9

Registraire des marques de commerce
50, rue Victoria
Place du Portage, Phase I
Ottawa — Hull
K1A 0C9



ADVERTISEMENT SHEET

FEUILLE DE PUBLICATION

Printed Advertisement Notice — Avis de Publication (déjà imprimé)

or — ou

Approval Notice to be sent to — Avis de Publication à être envoyé:

Agent à l'agent

Applicant au requérant

Applicant c/o Rep. for Service Requéant a/s Rep. pour signification

Priority Filing Date Date de priorité

Change of Name or Transfer Changement de nom ou transfert

CERTIFICATION MARK — MARQUE DE CERTIFICATION

DISTINGUISHING GUISE — SIGNE DISTINCTIF

Disclaimer — Désistement:

As per application Comme dans la demande

or — ou

Colour Claim — Couleur:

Lined for colour Ligné pour couleur

As per application Comme dans la demande

or — ou

Consent, re Signature/Portrait — Consentement Signature/Portrait:

As per application Comme dans la demande

or — ou

Amendment of Wares; (Filing Date) Modification des marchandises (date de production)

Revised Wares — March. Revisées

Revised Services — Services Revisés

Section 12 (2) — Section 12 (2)

Restricted to — Restreinte (à/au)

Section 14 — Section 14

Section 67 (1) — Nfld. No. / Section 67 (1) — Terre-Neuve N°

Section 36 (3) — (Flag File) / Section 36 (3) — (Étiqueter le dossier)

Applicant is the owner of Registration No. Le requérant est titulaire de l'enregistrement N°

Associated Marks — Marques liées:

or — ou Identified on Search Report by RED asterisk Identifiées par un astérisque ROUGE sur la feuille de recherche

Other Instructions for Journal purposes Autres Renseignements pour le Journal

APPLICATION NO - DEMANDE NO: 504480
FILING DATE - DATE DE PRODUCTION: 1983/06/01
PRIORITY FILING DATE -
DATE DE PRIORITE DE PRODUCTION:

REGISTRATION NO:
REGISTER NUMBER:
REGISTRATION DATE:
EXTENSION COUNTER: 000

APPLICANT - PROPRIETAIRE INSCRIPT
ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP.,
R. R. 2,
LORETTO,
Ontario
LOG 1LO

AGENT: 6489
RICHES, MCKENZIE & HERBERT,
2 BLOOR STREET EAST,
SUITE 2900,
TORONTO, ONTARIO.
M4W 3J5.

MR

TRADE MARK/MARQUE DE COMMERCE
MASOR & DESIGN #03

W A R E S :
Magnetic biological stimulators for use in the medical treatment of
humans and animals.

** ~~INVALID USED KNOWN CODE~~ ** *in Canada*
Since at least January 1983.

SUBJECT HEADINGS:
MASOR
S
RECTANGULAR SHAPED FIGURE

Filed June 1, 1983

APPLICATION FOR REGISTRATION OF A TRADE MARK IN CANADA

To: The Registrar of Trade Marks
Consumer and Corporate Affairs
c/o Toronto Regional Office

504480

1. The undersigned, ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP. the full post office address of whose principal office or place of business is R.R. 2, Loretto, Ontario L0G 1L0, Canada hereby applies for the registration, in accordance with the provisions of the Trade Marks Act, of the trade mark identified below.

2. The trade mark is shown in the attached drawing.

3. The trade mark has been used in Canada by the applicant in association with all the specific wares listed hereafter, and the applicant requests registration in respect of such wares. The trade mark has been so used in Canada in association with the general class of wares comprising the following specific wares:

w /magnetic biological stimulators for use in the medical treatment of humans and animals / since at least January 1983.

4. The applicant appoints RICHES, MCKENZIE & HERBERT, whose full post office address in Canada is Suite 2900, 2 Bloor Street East, Toronto, Ontario M4W 3J5 as the firm to which any notice in respect of the application or registration may be sent, and upon which service of any proceedings in respect of the application or registration may be given or served with the same effect as if they had been given to or served upon the applicant or registrant.

5. The applicant is satisfied that it is entitled to use the trade mark in Canada in association with the wares described above.

EXECUTED at Toronto, Ontario this 1st day of June, 1983.

ALTERNATE MEDI-ELECTRONICS
MANUFACTURING CORP.

by Edward Gault
for RICHES, MCKENZIE & HERBERT

MASOR

RICHES, MCKENZIE & HERBERT

R. DALE MCKENZIE, B.Sc.E.E., LL.B., P. Eng.
PAUL HERBERT, B.Sc.Ph., LL.B.
LEONARD L. ANNETT, B.Sc., LL.B.
R. BRANT LATHAM, B.A.Sc. (Chem. Eng.), LL.B., P. Eng.

DANIEL HITCHCOCK, B.Eng. (Elec.), LL.B., P. Eng.
D. DOAK HORNE, B.Sc. (Mech. Eng.), LL.B., P. Eng.

CONTINUING THE PRACTICE OF
GEORGE H. RICHES AND ASSOCIATES,
ESTABLISHED 1887

SUITE 2900
2 BLOOR STREET EAST
TORONTO, CANADA
M4W 3J5

BARRISTERS & SOLICITORS
PATENT & TRADE MARK AGENTS

TELEPHONE (416) 961-5000
TELECOPIER (416) 961-5081
(CCITT GP 11 & 111)
CABLE "PATENTS TORONTO"
TELEX: 06-23677

March 15, 1988

The Registrar of Trade Marks
Consumer and Corporate Affairs
c/o Toronto Regional Office

Re: Alternate Medi-Electronics
Manufacturing Corp.
Trade Mark: **MASOR & design**
Serial No.: 504,480
Our Case : T56583

MAR 15 1988
X
504480

Dear Sir:

With respect to the above referenced matter, we will appreciate your attention to the following indicated enclosure(s):

3 Specimens

Government fee of \$50.00

NUMB 504480
K311

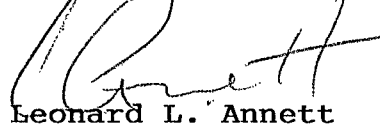
50.00

567 #

A154 2126000 6558 9:41AM 3/18/88

Yours very truly,

RICHES, MCKENZIE & HERBERT



Leonard L. Annett

LLA:mc
Encl.
Ret.Ack.Card

TJRO MAR 17 1988



Consommation et Corporations Canada Consumer and Corporate Affairs Canada

Marques de commerce Trade Marks

Ottawa-Hull
K1A 0C9

Riches, McKenzie & Herbert,
Suite 2900,
2 Bloor Street East,
Toronto, Ontario.
M4W 3J5

September 10, 1987

Votre référence Your file

565/83

Notre référence Our file

504480

Re: Trade Mark: MASOR & Design
Alternate Medi-Electronics Manufacturing Corp.

This examiner's report concerns the above identified application. To avoid abandonment proceedings a proper response must be received by this Office within six months from the above date. All communication respecting this application must indicate the file number.

The subject application has again been reviewed.

Application No. 499551 has been refused and the wares in No. 540668 have been amended, therefore, both applications have been withdrawn as citations.

The applicant is requested to submit 3 specimens showing the mark as actually used in association with the wares together with the prescribed completion fee of \$50.00.

Upon satisfactory compliance with the above-mentioned requirement further office action will be undertaken.

(Mrs.) U. Simpson
EXAMINER

/mcm

RICHES, MCKENZIE & HERBERT

R. DALE MCKENZIE, B.Sc., E.E., LL.B.
PAUL HERBERT, B.Sc., Phm., LL.B.
LEONARD L. ANNETT, B.Sc., LL.B.

R. BRANT LATHAM, B.A.Sc. (Chem, Eng), LL.B.
DANIEL HITCHCOCK, B.Eng. (Elec.), LL.B.

CONTINUING THE PRACTICE OF
GEORGE H. RICHES AND ASSOCIATES,
ESTABLISHED 1887

SUITE 2900
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TORONTO, CANADA
M4W 3J5

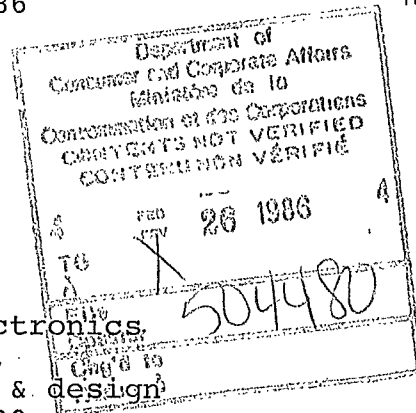
BARRISTERS & SOLICITORS
PATENT & TRADE MARK AGENTS

TELEPHONE (416) 961-5000
TELECOPIER (416) 961-5081
(CCITT GP 11 & 111)
CABLE "PATENTS TORONTO"
TELEX: 06-23677

February 26, 1986

The Registrar of Trade Marks
Consumer and Corporate Affairs
Toronto Regional Office

RE: Alternate Medi-Electronics,
Manufacturing Corp.
Trade Mark: MASOR & design
Serial No.: 504,480
Our Case : 565/83



Dear Sir:

This is further to our letter of September 4, 1985 and further to your letter of August 14, 1985.

It is noted that the co-pending application is not going to be withdrawn. In the submissions made by the owner of application 540,668, there is a comment that the trade mark MASOR & design and the trade mark MASOR, applications 504,480 and 499,551 respectively, are both pending for similar wares. The submission then is that MASSOR & design trade mark should be registrable as well. Please note that the MASOR trade mark of 499,551 has been opposed by the owner of MASOR & design application 504,480. The grounds of opposition are non-use by the owner of the 499,551 application on the grounds that all use has in fact been by the owner of this application 504,480. In fact, there is only a single user of the trade mark MASOR in Canada with these particular wares.

Yours very truly,

RICHES, MCKENZIE & HERBERT

Leonard L. Annett

LLA/jm
Encls.
Ret.Ackn.Card

refused - may 29/87.
wares re-defined
- adv't - Dec 31/86
allow - Mar 6/87.

RICHES, MCKENZIE & HERBERT

R. DALE MCKENZIE, B.Sc. E.E., LL.B.
PAUL HERBERT, B.Sc. Phm. LL.B.
LEONARD L. ANNETT, B.Sc., LL.B.

R. BRANT LATHAM, B.A.Sc. (Chem, Eng), LL.B.
DANIEL HITCHCOCK, B.Eng. (Elec.), LL.B.

CONTINUING THE PRACTICE OF
GEORGE H. RICHES AND ASSOCIATES,
ESTABLISHED 1887

SUITE 2900
2 BLOOR STREET EAST
TORONTO, CANADA
M4W 3J5

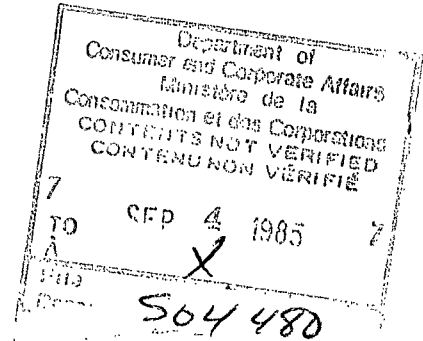
BARRISTERS & SOLICITORS
PATENT & TRADE MARK AGENTS

TELEPHONE (416) 961-5000
TELECOPIER (416) 961-5081
(CCITT GP 11 & 111)
CABLE "PATENTS TORONTO"
TELEX: 06-23677

September 4, 1985

TO: The Registrar of Trade Marks
Consumer and Corporate Affairs
c/o Toronto Regional Office

RE: Alternate Medi-Electronics
Manufacturing Corp.
Trade Mark: MASOR & design
Serial No.: 504,480
Our Case : 565/83



Dear Sirs:

Thank you for your letter of August 14, 1985.

The wares with which the applicant uses its trade mark are electrical devices which generate magnetic fields and are used to treat physical disorders, in animals and humans. It would appear that there could be an overlap with the nature of wares described in co-pending application 540,668. Perhaps if the other party more specifically redefines its wares then there would not be that overlap.

The trade marks certainly sound and appear to be similar. One is a word mark and the other is a design mark. It may very well be that the owner of the co-pending application 540,668 would use the word version of its mark without the design version in the literature which accompanies the product. The trade marks then become almost identical. If the wares are not very specifically defined as different then the likelihood of confusion increases even further.

This trade mark is in use in Canada and has been in continuous use by the applicant since January of 1983. Its sales have increased each year, and its reputation is growing, in particular in the field of animal treatment, and more particularly the treatment of horses. However, the treatment of other animals and humans also continues with the machines.

....2

The Registrar of Trade Marks

Page 2

It would appear that unless the wares can be sufficiently distinguished then there is a real likelihood of confusion and co-pending application 540,668 should be withdrawn.

Yours very truly,

RICHES, MCKENZIE & HERBERT


Leonard L. Annett

LLA/sf
Ret. Ack. Card



Consommation
et Corporations Canada

Consumer and
Corporate Affairs Canada

Ottawa / Hull, Canada
K1A 0C9

'AUG 14 1985

Votre référence Your file

Riches, McKenzie & Herbert,
Suite 2900,
2 Bloor Street East,
Toronto, Ontario.
M4W 3J5

565/83
Notre référence Our file

504,480

Gentlemen,

Re: Trade Mark: MASOR & Design
Alternate Medi-Electronics Manufacturing Corp.

Further to the Office communication of September 12, 1984 and having regard to the provisions of Section 16 of the Trade Marks Act, your attention is invited to copending and confusing application No. 540,668, over which applicant appears to be entitled.

Any comments you may wish to submit will receive consideration.

Yours truly,

(Mrs.) N. Ohanessian
EXAMINER

NO/jp

DEMANDE D'ENREGISTREMENT D'UNE MARQUE
DE COMMERCE DEPOSEE ET EMPLOYEE HORS DU CANADA
ET EMPLOYEE AU CANADA
ET PROJETEE AU CANADA

LE REGISTRAIRE
BUREAU DES MARQUES DE COMMERCE
OTTAWA-HULL
C A N A D A

CONSUMER SERVICES	CLASSÉ AFFAIRES
CONTENTS NOT VERIFIED	CONTENU NON VÉRIFIÉ
8	APR 23 1985
TO	
FILE	
DO NOT	
CHG'D. TO	
REMS X	

1. La requérante,

/ETABLISSEMENTS MASSOR/

une société à responsabilité limitée,

dont l'adresse postale est:

/13, Quai Jacoutot
/67000 STRASBOURG
/ France /

demande par les présentes l'enregistrement, selon les dispositions de la Loi sur les marques de commerce, de la marque de commerce identifiée ci-dessous.

2. La marque de commerce apparait dans le dessin annexé;

3. La marque de commerce a dûment été déposée par la requérante, en France, pays d'origine de la requérante, le 10 décembre 1981 sous le numéro 1,189,394 en liaison avec:

Appareils de massage, leurs pièces détachées et, plus généralement, des instruments et appareils de kinésithérapie, instruments et appareils médicaux et chirurgicaux.

La requérante a employé la marque de commerce en liaison avec:

m①
/Appareils de massage, leurs pièces détachées et,
plus généralement, des instruments et appareils
de kinésithérapie, instruments et appareils
médicaux et chirurgicaux, /

en France et la requérante demande l'enregistrement de la marque de commerce à l'égard des marchandises en liaison avec lesquelles elle a été déposée et employée ainsi qu'il est dit ci-dessus.

4. La marque de commerce a été employée au Canada par la requérante en liaison avec toutes les marchandises énumérées ci-après, et la requérante demande l'enregistrement à l'égard de ces marchandises. La marque de commerce a été ainsi employée au Canada en liaison avec la catégorie générale de ces marchandises comprenant les marchandises spécifiques suivantes:

m②
/Appareils de massage sous eau, coussins,
appareils de massage à main, supports,
Produits de bain et sels de bain /

depuis au moins aussi tôt que décembre 1984.

5. La requérante a l'intention d'employer la marque de commerce au Canada en liaison avec les marchandises suivantes:

m③
/Pièces détachées d'appareils de massage;
Instruments et appareils de kinésithérapie;
Instruments et appareils médicaux et
chirurgicaux; /

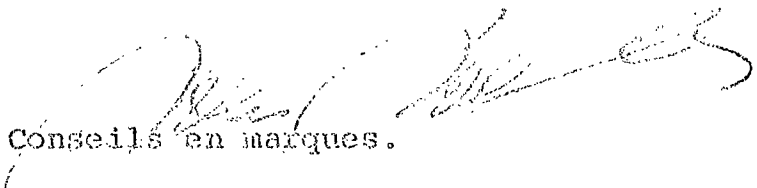
et demande l'enregistrement de la marque de commerce à l'égard de ces marchandises.

6. La requérante est convaincue qu'elle a le droit d'employer la marque de commerce au Canada en liaison avec les marchandises dont la description est donnée ci-dessus.

7. La requérante nomme ROBIC, ROBIC & ASSOCIES, dont l'adresse postale complète est 1514, Docteur Penfield, MONTREAL, Québec, Canada, H3G 1X5, comme la firme à qui peut être envoyé tout avis concernant la demande ou l'inscription et à qui peuvent être délivrées ou signifiées toutes procédures relatives à cette demande, avec le même effet que si elles avaient été délivrées ou signifiées à la requérante

SIGNE A MONTREAL, Québec, Canada,
ce vingt-troisième jour d'avril 1985
ETABLISSEMENTS MASSOR,
une société à responsabilité limitée

par:


Conseils en marques.





Consommation
et Corporations Canada

Consumer and
Corporate Affairs Canada

Ottawa / Hull, Canada
K1A 0C9

Sept. 12, 1984

George H. Riches & Associates,
Suite 2900,
2 Bloor Street East,
Toronto, Ontario.
M4W 3J5

Votre référence Your file

565/83

Notre référence Our file

504,480

Gentlemen:

Re: Trade Mark: MASOR & Design
Alternate Medi-Electronics Manufacturing Corp.

Thank you for your correspondence of July 17, 1984.

The subject application will be held in abeyance until the opposition has been completed.

Please advise the Examiner upon finalization of the opposition proceedings.

Yours truly,

(Mrs.) U. Denis
EXAMINER

UD/jf

March 6/85 - still in opposition
June 6/85 - " " "

RICHES, MCKENZIE & HERBERT

R. DALE MCKENZIE, B.Sc. E.E., LL.B.
PAUL HERBERT, B.Sc. Phm. LL.B.
LEONARD L. ANNETT, B. Sc., LL.B.

R. BRANT LATHAM, B.A.Sc. (Chem, Eng), LL.B.
DANIEL HITCHCOCK, B.Eng.(Elec), LL.B.

CONTINUING THE PRACTICE OF
GEORGE H. RICHES AND ASSOCIATES,
ESTABLISHED 1887

SUITE 2900
2 BLOOR STREET EAST
TORONTO, CANADA
M4W 3J5

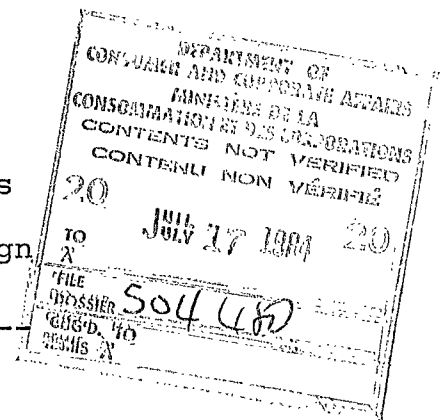
BARRISTERS & SOLICITORS
PATENT & TRADE MARK AGENTS

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TELECOPIER (416) 961-5081
(CCITT GP 11 & 111)
CABLE "PATENTS TORONTO"
TELEX: 06-23677

July 17, 1984

The Registrar of Trade Marks
Consumer & Corporate Affairs
c/o Toronto Regional Office

RE: Alternate Medi-Electronics
Manufacturing Corp.
Trade Mark: MASOR & design
Serial No.: 504,480
Our Case : 565/83



Dear Sir:

This letter is in response to the office action of January 13, 1984.

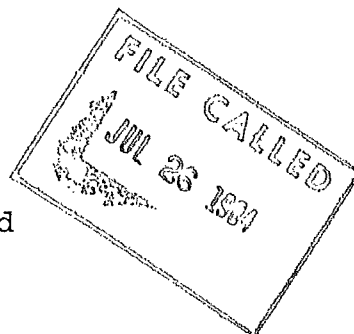
The examiner has cited copending application 499,551 against this application. The applicant has herein filed a statement of opposition against the cited application. It is believed that standard Office practice would entail placing the prosecution of this application in abeyance until the opposition is completed. We would ask that the Office take that action in this case. To require the applicant to file a response to the office action would not be satisfactory.

Favourable consideration is respectfully requested.

Yours very truly,

Leonard Annett
for RICHES, MCKENZIE & HERBERT

LLA:ra
Encl.
Ret. Ack. Card



JUL
JUL 24 1984



APR 25 1984

APR 25 1984

APR 25 1984



Consommation et Corporations Canada Consumer and Corporate Affairs Canada

Ottawa / Hull, Canada
K1A 0C9

January 13, 1984

Riches, McKenzie & Herbert,
Suite 2900,
2 Bloor Street East,
Toronto, Ontario.
M4W 3J5.

Votre référence Your file

565/83
Notre référence Our file

504,480

Re: Trade Mark: MASOR & Design
Alternate Medi-Electronics Manufacturing Corp.

This examiner's report concerns the above identified application. To avoid abandonment proceedings a proper response must be received by this Office within six months from the above date. All communication respecting this application must indicate the file number.

Having regard to the provisions of Section 16 of the Trade Marks Act, the applicant herein does not appear to be the person entitled to registration, since the date of first use namely January 1983 of the instant application is subsequent to the date of first use namely March 1982 disclosed in the attached copy of co-pending and confusing application No. 499,551.

Any comments you may wish to submit will receive consideration.

The Examiner has noted that the applicant herein is presently in opposition proceedings with the owner of the above cited mark.

(Mrs.) U. Denis
EXAMINER

/wm

499, 551

TRADE MARKS ACT

To: The Registrar of Trade Marks,
Ottawa-Hull, Canada

*Refused
May 29/87*

1. The undersigned, M.E.D. SERVI-SYSTEMS CANADA LTD., the full post office address of whose principal office or place of business is P.O. Box 13009, Kanata, Ontario, Canada, K2K 1X3, hereby applies for the registration, in accordance with the provisions of the Trade Marks Act, of the trade mark identified below.

2. The trade mark is the word

MASOR

3. The trade mark has been used in Canada by the applicant's predecessor in title, Dr. Clare Holmes, in association with all the specific wares listed hereafter, and the applicant requests registration in respect of such wares. The trade mark has been so used in Canada in association with the general class of wares comprising the following specific wares:

magnetic biological stimulators for
medical or veterinary diagnosis and
treatment

since at least as early as March, 1982.

4. The applicant appoints Messrs. Burke-Robertson, Chadwick & Ritchie, whose full post office address in Canada is 130 Albert Street, Suite 1800, Ottawa, Ontario, K1P 5G4, as the firm to whom any notice in respect of the application or registration may be sent, and upon whom service of any proceedings in respect of the application or registration may be given or served with the same effect as if they had been given to or served upon the applicant or registrant.

5. The applicant appoints the said Messrs. Burke-Robertson, Chadwick & Ritchie its attorneys with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to receive the certificate of registration, and to transact all business in the

Trade Marks Office connected therewith.

6.

The applicant is satisfied that it is entitled to use the trade mark in Canada in association with the wares described above.

ORIGINALLY EXECUTED at Ottawa, Ontario, Canada, the 1st day of March, 1983.

FIRST AMENDED at Ottawa, Ontario, Canada, this 25th day of May, 1983.

M.E.D. SERVI-SYSTEMS CANADA LTD.

By: Burke-Robertson, Chadwick
Trade Mark Agents. *J. Ritchie*



CHECK LIST FEUILLE DE VÉRIFICATION

No of Name Cards — N° de cartes	Extension Counter — N° d'extensions	Filing Date — Date de dépôt JUN JUN 1 - 1983	File No. — N° de dossier 504480
Extension. Reg'n Date — Date d'entr.	Reg'n Act — TMA <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D	Lang. of App'n Langue d'app <input checked="" type="checkbox"/> (E.) <input type="checkbox"/> (A.) <input type="checkbox"/> (F.)	Priority Date — Date de priorité ____/____/____
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Trade Mark Class. — Classe de marque: 1 <input type="checkbox"/> Word Mot 2 <input checked="" type="checkbox"/> Design Dessin C <input type="checkbox"/> Cert Mark Marque de cert. D <input type="checkbox"/> Disting Guise Signe distinctif			
Trade Mark Description/55 Characters — Description de marque/55 caractères: _____ _____			
Agent No. — N° d'agent 6489.	Agent's Ref. No. — N° de ref. de l'agent 565/83.	Wares Marchandises <input checked="" type="checkbox"/>	Services <input type="checkbox"/> W&S. M&S. <input type="checkbox"/>
Used/Made Known — Employée révélée <input checked="" type="checkbox"/>	Code (1-5) 3	Text — Texte <input checked="" type="checkbox"/>	Used Employee <input type="checkbox"/> Make Known Révélée <input type="checkbox"/>
Date of First Use — Date d'emploi: 1/1	Since at least 1983 - 01.		
Used in Country — Pays d'emploi: <input type="checkbox"/> Registered in Enregistrée en _____ (Country — Pays)	on le _____ (Date)	under sous _____	(#) _____
Proposed Use: Emploi proj. <input type="checkbox"/>	Code (1-3) _____	Proposed Text: Texte Proj. <input type="checkbox"/>	R.U. — Usager insc. <input type="checkbox"/>
<input type="checkbox"/> Agent 10 <input type="checkbox"/> To Applicant Au requérant <input type="checkbox"/> C/O Rep. F. Serv. Rep. P. Sign. <input type="checkbox"/> Ret. Copy Ret. copie <input type="checkbox"/> Prod. Div Div. des prod.	SUBJECT HEADINGS — ENTÊTES MASOR 3 RECTANGULAR SHAPED FIGURE		

RICHES, MCKENZIE & HERBERT

R. DALE MCKENZIE, B.Sc. E.E., LL.B.
 PAUL HERBERT, B.Sc. Phm. LL.B.
 LEONARD L. ANNETT, B.Sc., LL.B.
 R. BRANT LATHAM, B.A.Sc. (Chem, Eng), LL.B.

SUITE 2900
 2 BLOOR STREET EAST
 TORONTO, CANADA
 M4W 3J5

504480
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 CABLE "PATENTS TORONTO"
 TELEX: 06-23677

CONTINUING THE PRACTICE OF
 GEORGE H. RICHES AND ASSOCIATES,
 ESTABLISHED 1887

June 1, 1983

The Registrar of Trade Marks
 Consumer and Corporate Affairs
 c/o Toronto Regional Office

RE: Alternate Medi-Electronics
 Manufacturing Corp.
 Trade Mark: MASOR and design
 New Trade Mark Application
 Case No.: 565/83

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS BUREAU DE LA CONSOMMATION ET DES CORPORATIONS	
CONTENTS NOT VERIFIED CONTENU NON VERIFIE	
8	8
JUN 1 1983	
TO A	
FILE DOSSIER	
CHG'D. TO REMIS A	

Dear Sir:

With respect to the above referenced matter, we will appreciate your attention to the following indicated enclosure(s):

DATE	
JUN 3 1983	
CODE	S
311	150 -

XXX	Application
XXX	4 Drawings
	3 Specimens
	Convention Document
	Certified Foreign Registration
	Affidavit of Use
	Government Fee of
XXX	Filing Fee of \$150.00
	Advertisement Fee of \$25.00
	Opposition Fee of \$50.00
	Statement of Opposition in duplicate
	Assignment Document

2677

Yours very truly,

Leonard Annett
 for RICHES, MCKENZIE & HERBERT

LLA:ro
 Encl. Ret. Ack Card

JUN 7 1983

JUN 8 1983

1



"We're The Only One..."

1

with MAGNETICS IN MOTION

Is Your Valuable Animal Laid Up
Due To Injury?
or.

Are You Tired Of Not Being
In The Money?

It's Time To Get Serious With
The Trainer's Edge Program ...

- Conditioning Preventive Schedules To Keep Your Horse Performing.
- First Aid Schedules To Nip The New Injury In The Bud.
- Acute Injury Schedules To Increase Healing Rates And Stop Scar Tissue From Forming.
- Chronic Schedules To Reduce Scar Tissue And Return Function To A More Normal Level.
- Examination Schedules To Assess Your Horse.
- Acupoint Schedules To Speed Up Recovery Time
- Vitamin Therapy Schedules To Aid In The Reperation Of Damaged Tissue.

Complete Comprehensive Manual
Available.

Further Information
is available by writing:

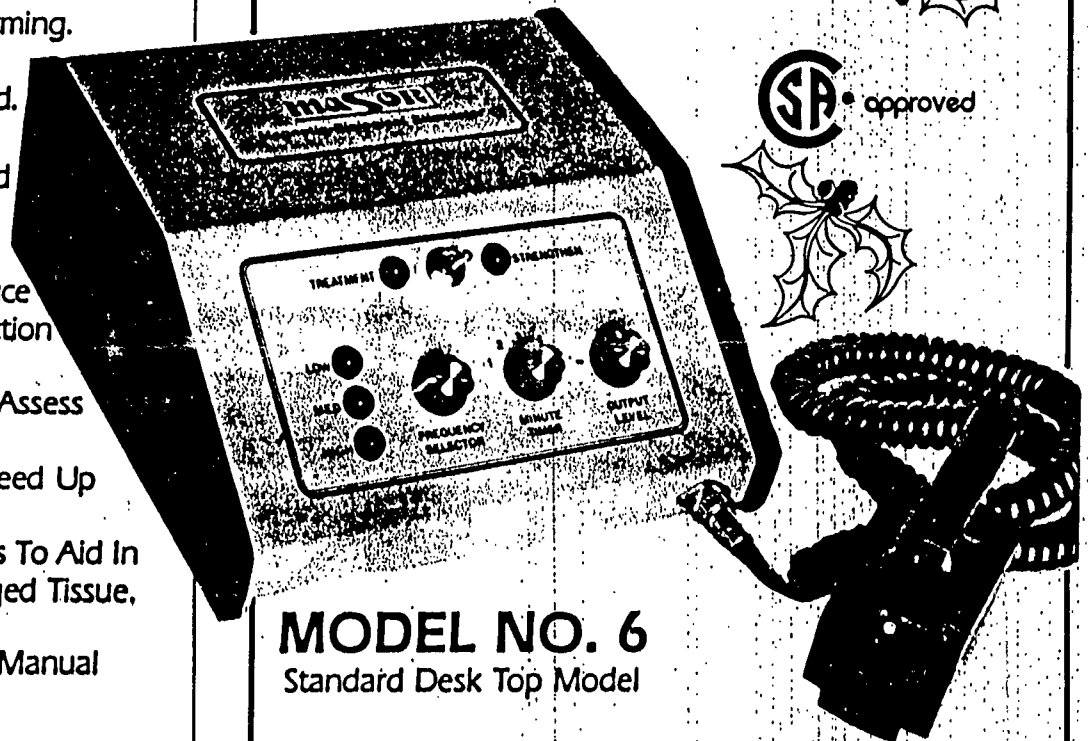
Alternate Med-Electronics,
Sales/Leasing Corporation,
P.O. Box 4, Loretto, Ontario L0G 1L0
Or Call 1-416-729-2433, (416) 936-3262

MASOR®

Magnetic Biological Stimulator



MODEL NO. 5
Standard Stable Model



MODEL NO. 6
Standard Desk Top Model

Canadian Patent #1192261
U.S.A. Patent Approved.

1



"We're The Only One..."

1

with MAGNETICS IN MOTION

Is Your Valuable Animal Laid Up
Due To Injury?

or

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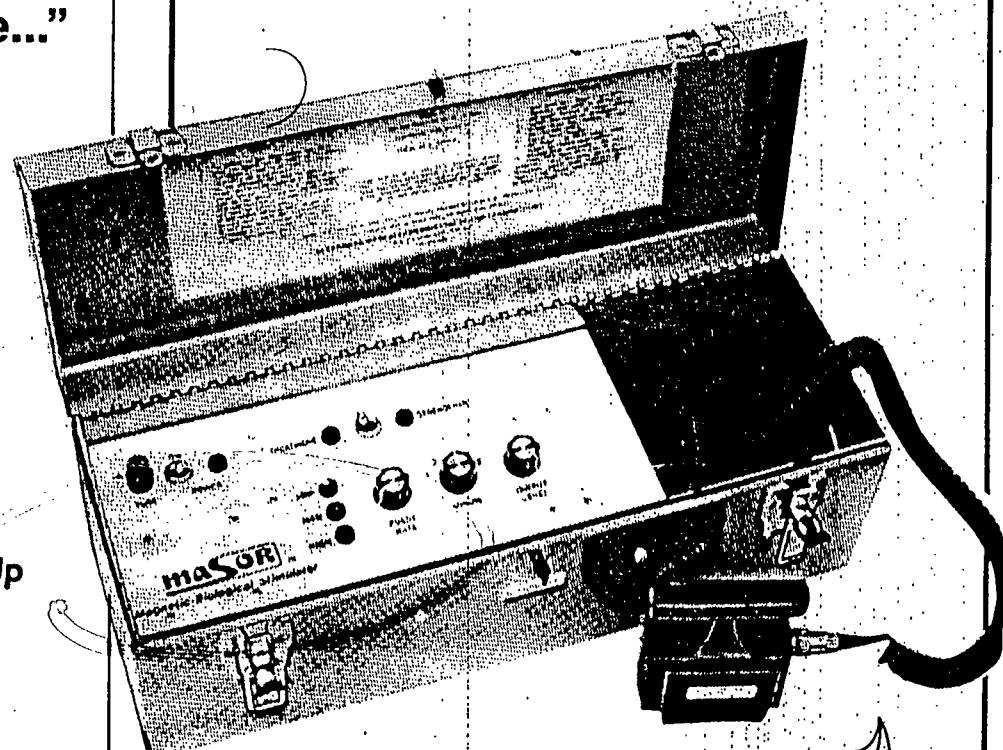
Complete Comprehensive Manual Available.

Further Information is available by writing:

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Or Call 1-416-729-2433, (416) 936-3262

MASOR®

Magnetic Biological Stimulator



MODEL NO. 5
Standard Stable Model



CSA approved



MODEL NO. 6
Standard Desk Top Model

Canadian Patent #1192261
U.S.A. Patent Approved.

MASOR® is the registered U.S.A. trademark of Alternate-Medi Electronics Manufacturing Corp., Canada

MASOR

Magnetic Biological Stimulator

By Therapeutic
Equipment Trade-In
Considered!

"Patience, hard work, and the use of the MASOR helped to bring back three-year-old pacing filly **KARENS LASSIE** from a cracked pastern at two.

With earnings in excess of \$51,000 this year, **KARENS LASSIE** has taken a mark of 1:58.1, while winning two Ontario Sires Stakes events for the Blair Burgess Stable."

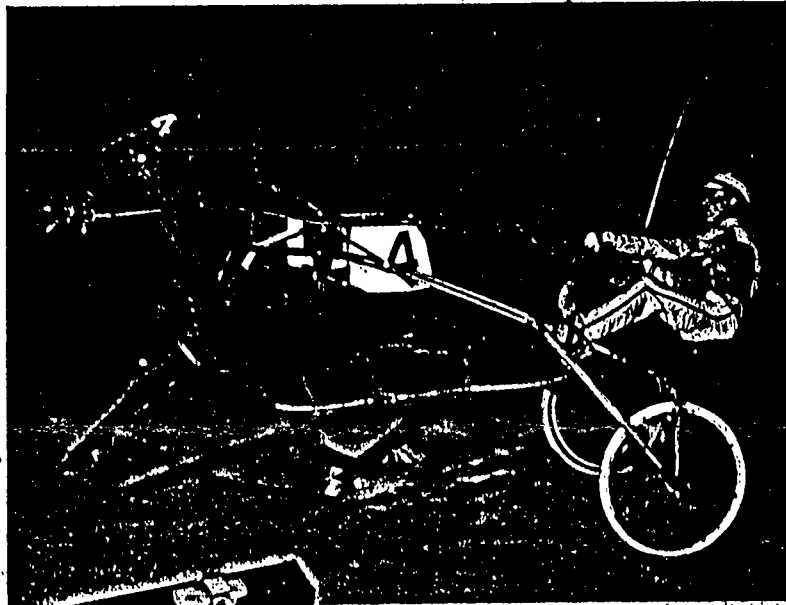
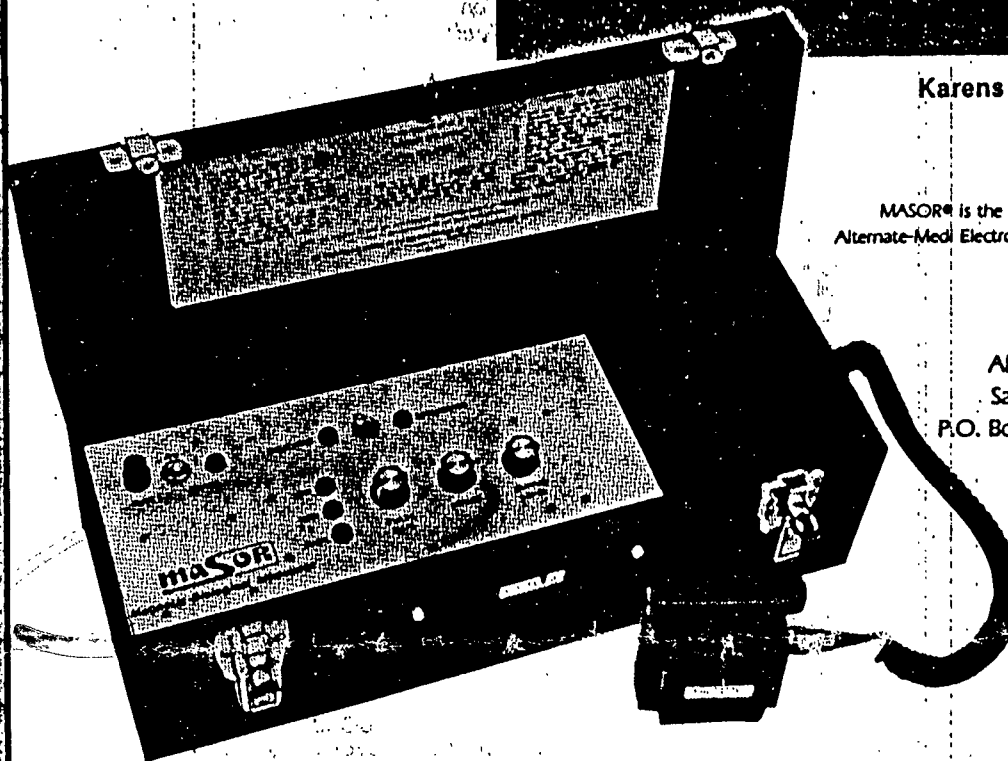


Photo by Brian Smiley

Karens Lassie p,3,1:58.1f ('86)



MASOR® is the registered U.S.A. trademark of Alternate-Med Electronics Manufacturing Corp., Canada.

Further Information is available by writing:

Alternate-Med-Electronics,
Sales/Leasing Corporation,
P.O. Box 4, Loretto, Ontario L0G 1L0



Canadian Patent #1192261
U.S.A. Patent #4561426

Now with "Six" Sales Agents to serve you better

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Bruce Cummings
(416) 985-7660
Maritime Area
(902) 454-0502

Central Sales Office
Masor Workshop
(416) 936-3262
Western Canada
(403) 439-1292

Windsor Area
Doug Simpson
(519) 977-4317
New Jersey, U.S.A.
Against The Odds Inc.
Judy Gershan
(201) 226-4134

Watch the space for
the introduction of
new computerized
MASOR

••• the trainers edge™ program

MASOR

®

Magnetic Biological Stimulator

By therapeutic
equipment trade-in
considered

"Patience, hard work, and the use of the MASOR helped to bring back three-year-old pacing filly **KARENS LASSIE** from a cracked pastern at two.

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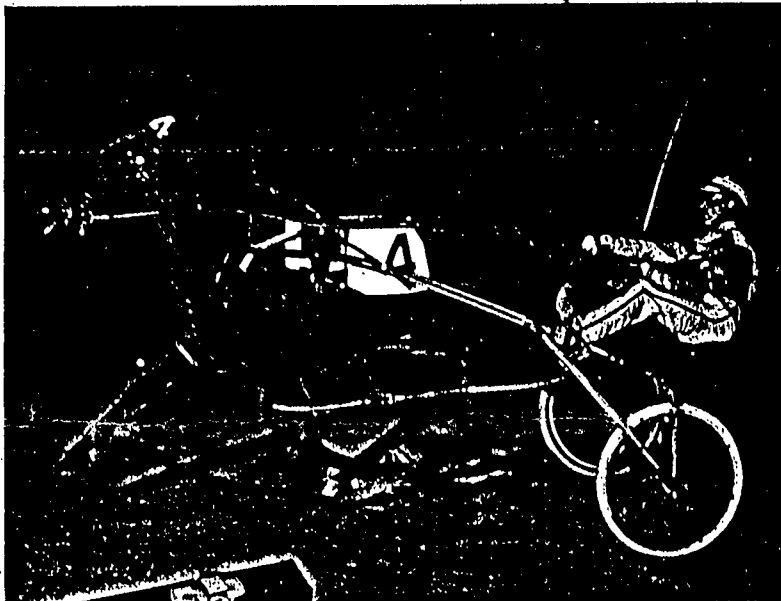
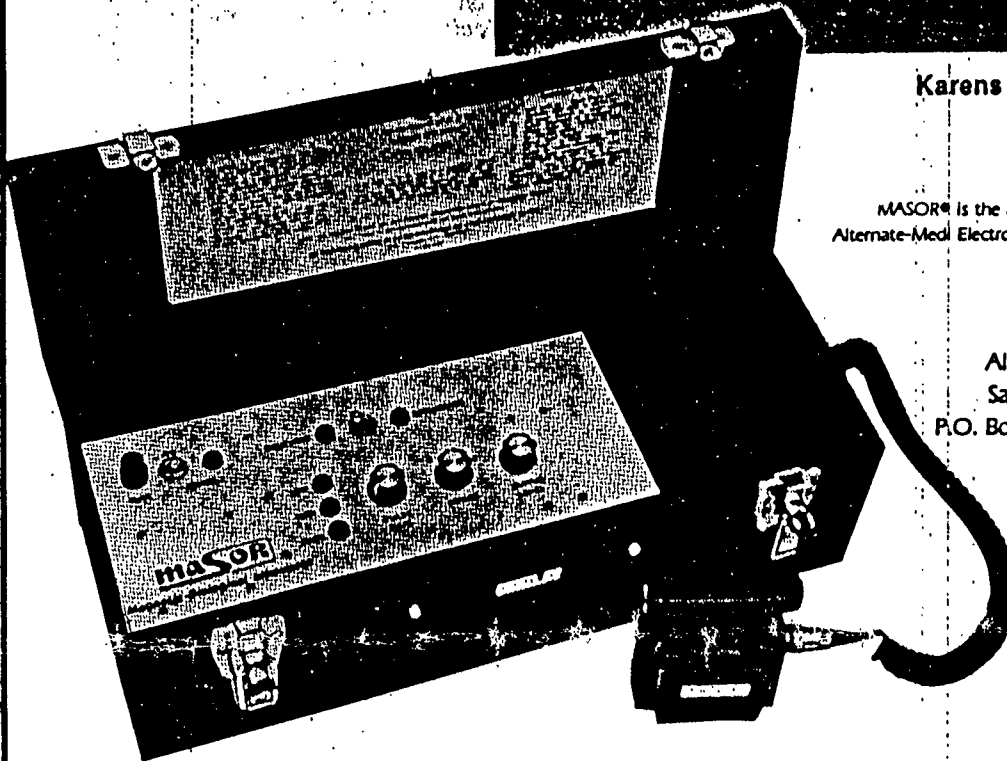


Photo by Brian Smiley

Karens Lassie p,3,1:58.1f ('86)



MASOR® is the registered U.S.A. trademark of
Alternate-Med Electronics Manufacturing Corp., Canada.

Further Information
is available by writing:

Alternate-Med-Electronics,
Sales/Leasing Corporation,
P.O. Box 4, Loretto, Ontario L0G 1L0



Canadian Patent #1192261
U.S.A. Patent #4561428

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Against The Odds Inc.
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Watch the space for
the introduction of
new computerized
MASOR

••• the trainers edge™ program

CCA 2672

504 480

DO NOT OPEN - NE PAS OUVRIR

**TMJ DRAWINGS - FOR REGISTRATION PURPOSES ONLY
JMC DESSINS - POUR FIN D'UTILISATION POUR L'ENREGISTREMENT**

4- DRAWINGS

0

8

4

4

0

MASOR

MASOR

504,480. 1-6-83. ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP., R.R. 2, LORETTO, Ontario, L0G 1L0. **Representative for Service/Représentant pour Signification:** RICHES, MCKENZIE & HERBERT, SUITE 2900, 2 BLOOR STREET EAST, TORONTO, ONTARIO, M4W 3J5.

MASOR

Wares: Magnetic biological stimulators for use in the medical treatment of humans and animals. **Used** in Canada since at least January 1983.

Marchandises: Stimulateurs biologiques magnétiques pour traitements médicaux d'humains et d'animaux. **Employée** au Canada depuis au moins janvier 1983.

504,480. 1-6-83. ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP., R.R. 2, LORETTO, Ontario, L0G 1L0. **Representative for Service/Représentant pour Signification:** RICHES, MCKENZIE & HERBERT, SUITE 2900, 2 BLOOR STREET EAST, TORONTO, ONTARIO, M4W 3J5.

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Wares: Magnetic biological stimulators for use in the medical treatment of humans and animals. **Used** in Canada since at least January 1983.

Marchandises: Stimulateurs biologiques magnétiques pour traitements médicaux d'humains et d'animaux. **Employée** au Canada depuis au moins janvier 1983.

504,480. 1-6-83. ALTERNATE MEDI-ELECTRONICS MANUFACTURING CORP., R.R. 2, LORETTO, Ontario, L0G 1L0. **Representative for Service/Représentant pour Signification:** RICHES, MCKENZIE & HERBERT, SUITE 2900, 2 BLOOR STREET EAST, TORONTO, ONTARIO, M4W 3J5.

MASOR

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DCPNA

R PA 6-8-87

6/8/87 RHH

EX-R-88

R LD 20-8-87

U.S. from Ex R Rf D 24/8/87
Report U 2-9-87

SEP - 4 1987

Donna C b 29-10-87 3/11/87 RHH

U.S. M LD 6-4-88

U. SIMPSON
APR 26 1988
ADVERTISE

PRE PUB / HARRIS

APR 28 1988

J/allow R LD 7-10-88

SEP 14 1988 J

OCT 21 1988

R/Regn M LD 23-5-89
R.F R Sp 22/8/89

20/6/89
23/8/89 RHH

