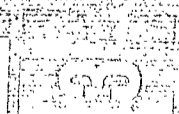




ISSUE - 4 1994

7 5 5 9





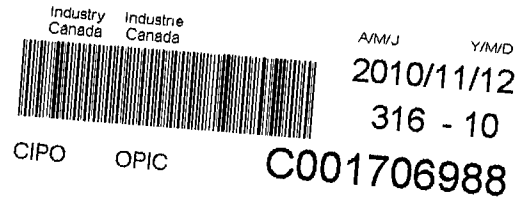
**HUDSON'S BAY CO.**

Erika J. Brown  
Law Clerk, HBC Legal Department  
Tel: 416 861 6950  
Fax: 416 861 4200  
Email: erika.brown@hbc.com

November 11, 2010

VIA FACSIMILE 819 953 2476

Canadian Intellectual Property Office  
Place du Portage  
50 Victoria Street  
Gatineau, Quebec K1A 0C9



Dear Sirs:

**Re: Zellers Trade-mark Renewals**

- Trade-Mark : LOCKER SHOP
- Registration No. : TMA448,623
  
- Trade-Mark : ZELLERS READING ROOM
- Registration No. : TMA448,891
  
- Trade-Mark : ADVANTAGE 60 CLUB Z & Design
- Registration No. : TMA448,854
  
- Trade-Mark : ADVANTAGE 60 CLUB Z & Design
- Registration No. : TMA449,062
  
- Trade-Mark : ESSENTIAL NEEDS
- Registration No. : TMA448,890
  
- Trade-Mark : TRANSITIONS
- Registration No. : TMA251,884
  
- Trade-Mark : PRO SHOP
- Registration No. : TMA452,026
  
- Trade-Mark : PRIME-CREDIT DOLLARS ZELLERS PLUS
- Registration No. : TMA452,495 ✓

755903

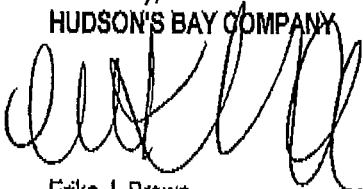
We are writing to request the renewal of the above-captioned trade-mark. Please debit account no. 600000896 in the amount of \$3,200.00 (\$400.00 for each mark) for these renewals.

HUDSON'S BAY COMPANY

Page 2

We look forward to receiving the Certificate of Renewal in due course.

Yours truly,  
HUDSON'S BAY COMPANY



Erika J. Brown  
Law Clerk, HBC Legal Department

r:\ejb\Trade-marks\2010\CIPO (Zellers TM Renewal) Letter



**HUDSON'S BAY CO.**

Erika J. Brown  
Law Clerk, HBC Legal Department  
401 Bay Street, Suite 602  
Toronto, Ontario M5H 2Y4  
Tel: 416 861 6950  
Fax: 416 861 4200  
Email: erika.brown@hbc.com

## FAX

**To:** Declaration Section/Registration Section      **Date:** November 10, 2010

---

**At:** Canadian Intellectual Property Office      **Fax:** 819 953 2476


---

**From:** Erika J. Brown      **Pages:** 3 (including cover sheet)

---

Urgent     For Review     Please Comment     Please Reply     Please Recycle

**Re: Zellers Inc. Trade-mark Renewals**

Industry Canada    Industrie Canada      A/M/J      Y/M/D  
  
 2010/11/12  
 316 - 10  
 C001706987

Please see attached documents.

THE INFORMATION CONTAINED IN THIS TRANSMISSION IS SOLICITOR PRIVILEGED AND CONFIDENTIAL, INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IF YOU ARE NOT THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPY OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY THE TELEPHONE, COLLECT, AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE POSTAL SERVICE. WE WILL REIMBURSE YOU FOR POSTAGE. THANK YOU.

If you are not receiving the material as described, or if you have any difficulty reading this transmission, please contact (416) 861-6950.

**FILE NO/NO DE DÉPÔT:**  
**REGISTRATION DATE/DATE D'ENREGISTREMENT:**

27 MAY/MAI 1994  
29 DEC/DEC 1995

**REGISTRANT/PROPRIÉTAIRE ORIGINAL:**

ZELLERS INC.,  
5100 DE MAISONNEUVE WEST,  
MONTREAL,  
QUEBEC  
H4A 1Y6

**REP FOR SERVICE/REP POUR SIGNIFICATION:**

OGILVY, RENAULT,  
SUITE 1100,  
1981 MCGILL COLLEGE AVENUE,  
MONTREAL,  
QUEBEC H3A 3C1

**TRADE MARK/MARQUE DE COMMERCE:**

## PRIME-CRÉDIT DOLLARS ZELLERS PLUS

**DISCLAIMER/DESISTEMENT:**

The right to the exclusive use of the words PRIME-CRÉDIT and DOLLARS is disclaimed apart from the trade-mark.

**SERVICES:**

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

Used in CANADA since at least as early as 01 MAY/MAI 1994 on services.

**Associated Marks/Marques liées:**

TMA306,648	TMA338,696	TMA395,673	TMA402,876	TMA409,819
TMA411,825	TMA428,974	TMA434,003	TMA434,004	TMA434,040
TMA435,607	TMA445,249	TMA445,428	TMA445,429	TMA445,430
TMA448,891	TMA448,892			

APPL'N/DEM. NO: 755,903

FILING DATE/DATE DE PRODUCTION: 27 May/mai 1994

*J. A.*

**APPLICANT/REQUÉRANT:**

ZELLERS INC.,  
5100 DE MAISONNEUVE WEST,  
MONTREAL,  
QUEBEC  
H4A 1Y6

**NAME CARDS/FICHES NOMINATIVES:**

ZELLERS

**AGENT/REP FOR SERVICE/AGENT/REP POUR SIGNIFICATION:** 05153

**RÉFÉRENCE:** ~~CD/10468-36~~

*1695-008 DIL/cb*

OGILVY, RENAULT  
SUITE 1100  
1981 MCGILL COLLEGE AVENUE  
MONTREAL  
QUEBEC  
H3A 3C1

**TRADE MARK/MARQUE DE COMMERCE**

**PRIME-CRÉDIT DOLLARS ZELLERS PLUS**

**INDEX HEADINGS/RUBRIQUES DE L'INDEX:**

PRIME-CRÉDIT DOLLARS ZELLERS PLUS  
DOLLARS ZELLERS PLUS, PRIME-CRÉDIT  
ZELLERS PLUS, PRIME-CRÉDIT DOLLARS  
PLUS, PRIME-CRÉDIT DOLLARS ZELLERS  
CRÉDIT, PRIME- (PRIME-CRÉDIT DOLLARS ZELLERS PLUS)

**DISCLAIMER/DÉSISTEMENT TEXT:** The right to the exclusive use of the words PRIME-CRÉDIT and DOLLARS is disclaimed apart from the trade-mark.

**SERVICES:**

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

**CLAIMS/REVENDEICATIONS:**

Used in Canada since at least as early as May 1, 1994 on services.

*(F)*

**ASSOCIATED MARKS/MARQUES LIÉES:**

TMA445,249 TMA445,428 TMA445,430 TMA448,891 TMA448,892

**FORMALIZED DATE/DATE D'OFFICIALISATION:** 30 Jun/juin 1994

**ADVERTISEMENT DATE/DATE DE PUBLICATION:** 01 Mar/mars 1995 **VOLUME:** 42 **ISSUE/ÉDITION:** 2105

*Ogilvy*

Registered

Pending

TMA 306,648

X

✓ 435 607

~~716 143~~

" 338,686

X

✓ 434 023

~~727 733~~

" 395,673

X

✓ 434 004

~~727 824~~

" 402,876

X

~~434 040~~

~~730 804~~

" 411,825

X

P

755 900 ✓

" 409,819

X

P

755 901 ✓

" 428,874

X

~~445 425~~

~~755 902~~

445 429

~~755 904~~

~~445 249~~

~~755 905~~

~~445 430~~

~~755 906~~

~~448 891~~

~~758 610~~

~~448 892~~

~~758 611~~



# OGILVY RENAULT

S.E.N.C.

BARRISTERS & SOLICITORS

Industrie Canada / Industry Canada

OPIC CIFO

2 NOV 22 1995 2

*Reg*

Dossier File 755903

Remis & Charged to

**MONTRÉAL**  
OGILVY RENAULT  
1981 MCGILL COLLEGE AVENUE, SUITE 1100  
MONTRÉAL, QUÉBEC, CANADA H3A 3C1  
TELEPHONE (514) 847-4747  
FAX (514) 286-5474

**OTTAWA**  
OGILVY RENAULT  
45 O'CONNOR STREET, SUITE 1600  
OTTAWA, ONTARIO, CANADA K1P 1A4  
TELEPHONE (613) 780-8661  
FAX (613) 230-5459

**QUÉBEC**  
OGILVY RENAULT  
500 GRANDE-ALLÉE EST, SUITE 520  
QUÉBEC, QUÉBEC, CANADA G1R 2J7  
TELEPHONE (418) 640-5000  
FAX (418) 640-1500

DIRECT DIAL

-(514) 847-4471

Montreal, November 22, 1995

**The Registrar of Trade-marks**  
Industry Canada  
1 Place du Portage  
Hull, Quebec  
K1A 0C9

**Re: Trade-mark: PRIME-CRÉDIT DOLLARS  
ZELLERS PLUS**  
**Application No.: 755,903**  
**Applicant: Zellers Inc.**  
**Our File No.: 1695-008 - DIL/cb**

Dear Sir:

Referring to the Notice of Allowance issued on November 17, 1995 with respect to the above-noted application, we enclose our cheque in the amount of \$200.00 to cover the registration fee.

We now look forward to receiving the Certificate of Registration in this case at your early convenience.

Yours respectfully,

*OGILVY RENAULT*  
MRO

NOV 27 1995

DIL/cb  
Enclosure

JT	Trans #	Lot	Date of Trans.	TPS
TJ	79384	641	NOV 27 1995	OSI
Reference	57402			
Amount	91000			
OSI	32301		200	
OSLER RENAULT				SWABEY OGILVY RENAULT
LONDON PARIS HONG-KONG NEW-YORK SINGAPORE				MONTRÉAL OTTAWA
OSLER RENAULT IS AN INTERNATIONAL PARTNERSHIP OF OGILVY RENAULT AND OSLER, HOSKIN & HARCOURT				SWABEY OGILVY RENAULT PATENT AND TRADE-MARK AGENTS

OGILVY RENAULT  
MONTRÉAL OTTAWA QUÉBEC



Industry Canada

Trade-marks

Ottawa, Canada  
K1A 0C9

Industrie Canada

Marques de commerce

Date	17 Nov / nov 1995
Your Reference-Votre référence	CD/10468-36
File Number-Numéro de dossier	755,903

OGILVY, RENAULT,  
SUITE 1100,  
1981 MCGILL COLLEGE AVENUE,  
MONTREAL, QUEBEC  
H3A 3C1

Owner - Propriétaire  
ZELLERS INC.,

Trade-mark - Marque de commerce  
PRIME-CRÉDIT DOLLARS ZELLERS PLUS

### NOTICE OF ALLOWANCE

You are hereby given notice that the subject application for registration of a trade-mark has been allowed.

Furthermore, please note that in order to proceed to registration, the following is now required:

A registration fee of TWO HUNDRED DOLLARS on or before the 17 May / mai 1996 .

### AVIS D'ADMISSION

Avis est donné par la présente que ladite demande d'enregistrement de la marque de commerce a été admise.

De plus, veuillez noter que pour procéder à l'enregistrement, vous devez maintenant satisfaire aux exigences suivantes:

Des frais d'enregistrement de DEUX CENTS DOLLARS doivent être versés le ou avant le 17 May / mai 1996 .

Registrar of Trade-marks  
Registraire des marques de commerce

Canada

FOIT ~~ETH~~ PROGRAM - IX081\_FGD

APPLICATION NO - DEMAND: NO: 755903 000

DILING DATE - DATE DE PRODUCTION: 1994/05/27

ORMALIZED DATE/DATE OFFIC)ALISATION: Y

APPLICANT - PROPRIETAIRE INSCRIT  
ZELLERS INC.,  
5700 DE MAISONNEUVE WEST,  
MONTREAL,  
QUEBEC  
H4A 1Y6

NAME CARDS :

ZELLERS

AGENT 07179 XREF:CD/10468-36

REP. 07179 XREF:

AGENT (( ))INACTIVE) OR ((A)ACTIVE): A

~~GOUDREAU GAGE RUBUC & MARTINEAU WALKER  
TOUR DE LA MOURSE  
800 PLACE-VICTORIA  
BUREAU 8400  
MONTREAL  
QUEBEC  
H4Z 1Y9~~

*Dgilvy Renault*

TRADE MARK/MARQUE DE COMMERCE

(WORD MARK)

PRIME-CREDIT DOLLARS ZELLERS PLUS

DISCLAIMER TEXT:

The right to the exclusive use of the words PRIME-CREDIT and DOLLARS is disclaimed apart from the trade-mark.

CLASSIFICATIONS :

42 36 35 39 16

MERCHANDISE STANDARD (FX)/TEXTE STANDARD POUR MARCH. : N

SERVICES: (1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also outside services, including but not limited to oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

CLAIMS :

Used in Canada since at least as early as May 1, 1994 on services.

SUBJECT HEADINGS :

PRIME-CREDIT DOLLARS ZELLERS PLUS  
DOLLARS ZELLERS PLUS, PRIME-CREDIT  
ZELLERS PLUS, PRIME-CREDIT DOLLARS  
PLUS, PRIME-CREDIT DOLLARS ZELLERS

CREDIT, PRIME- (PRIME-CREDIT DOLLARS ZELLERS PLUS)



Industry Canada

Industrie Canada

Trade-marks

Marques de commerce

Ottawa, Canada  
K1A 0C9

P.A. 755 903

OPP  
29-5-95

Date	15 Sept/Sep 95
Your Reference-Votre référence	1695-030-DIL/cd
File Number-Numéro de dossier	350640

Ogilvy Renault  
1981 McGill College Avenue  
Suite 1100  
Montréal, Québec  
H3A 3C1

Registered Owner - Propriétaire inscrit

ZELLERS INC.

PLEASE DISREGARD BOXES NOT MARKED WITH AN "X"

VEUILLEZ NE TENIR COMPTE QUE DES CASES MARQUEES D'UN "X"

As requested, the present address of the

Conformément à votre demande, l'adresse du

registered owner

propriétaire inscrit

representative for service

représentant pour signification

has been entered in the register.

a été inscrite au registre.

Your name has been entered as agent & representative for service.

Votre nom est inscrit comme agent & représentant pour signification.

The appointment of representative for service has been revoked.

La nomination de représentant pour signification a été révoquée.

A search of the register reveals associated trade-marks, accordingly the new address has been entered against each of the trade-marks listed below.

Une vérification du registre démontre une/des marque(s) de commerce liée(s), en conséquence la nouvelle adresse a été inscrite en rapport avec la/les marque(s) de commerce ci-dessous.

THE TRADE-MARKS AFFECTED ARE LISTED HEREUNDER:

LES MARQUES DE COMMERCE EN CAUSE SONT ÉNUMÉRÉES CI-DESSOUS:

See Attached

IMRO

SEP. 25 1995

Ann O'Reilly  
(819) 997-0364

c.c



Consommation et  
Affaires commerciales Canada

Consumer and  
Corporate Affairs Canada

Marques de commerce

Trade-Marks

Ottawa, Canada  
K1A 0C9

July 14, 1995

Votre Référence Your File  
116/7-136931

Notre Référence Our File  
755,903

Rogers & Milne,  
42nd Floor, P.O. Box 84,  
1 First Canadian Place,  
Toronto, Ontario.  
M5X 1B1

<p>Rule - Règle</p> <p>To file a statement of opposition</p>	<p>Trade-mark - Marque de commerce</p> <p>PRIME-CRÉDIT DOLLARS ZELLERS PLUS</p>
<p>Applicant - Requéant</p> <p>Zellers Inc.</p>	<p>Opponent - Opposant</p> <p>Bank of Montreal</p>

In accordance with your request, an  
extension of time is granted until

Conformément à votre demande, une prolongation  
de délai vous est accordé jusqu'au

AUGUST 14, 1995  
pursuant to Section 47(2)

No request for a further extension of time will be considered unless  
the other party consents or exceptional circumstances are shown.

If a further extension of this deadline is requested on consent,  
the requesting party can assume it will be granted unless he is  
informed otherwise.

Registrar of Trade-marks  
Le registraire des marques de commerce

c.c.: Goudreau, Gage, Dubuc  
& Martineau, Walker,  
3400, Stock Exchange Tower,  
800 Place Victoria,  
Montreal, Quebec.  
H4Z 1E9

Ref.: CD/10468.36

Canada

# ROGERS & MILNE

Barristers, Solicitors, Engineers, Patent and Trade-Mark Agents

PRACTICE RESTRICTED TO INTELLECTUAL PROPERTY LAW

JT	File #	Patent No.	Date of filing	Trade-Mark No.	Copyright No.
To	P1019	554	31/5/95		
Reference	938				
Espece/Cash	Orl	Compte	Titulaire	Date de dépôt	
Chèque/Cheque	HC	Account	Self Applicant	May 26 1995	
Visa					
Mastercard	R1000	51611	50-		
Cpte dépôt					
Deposit Aoot					
Preparé par	<b>BY FACSIMILE</b>				Approuvé par:
Prepared by					Approved by:

Communications and Corporate Affairs CANADA Communication et Corporations CANADA	
6	6
TO	MAY 26 1995
À	
File	Our Ref: 116/7-136931
Ucscier	
Chg'd to	
Remis à	

The Registrar of Trade-marks  
Trade-marks Office  
Hull, Quebec  
K1A 0C9

**REQUEST FOR  
EXTENSION OF TIME  
TO OPPOSE**

**Attention: Opposition Board**

Dear Sir:

**Re: Application No. 755,903**  
**Filed: May 27, 1994**  
**For: PRIME-CREDIT DOLLARS ZELLERS PLUS**  
**By: Zellers Inc.**

This application was advertised for opposition in the Trade-marks Journal of March 1, 1995. On behalf of our client, Bank of Montreal, we hereby request a retroactive extension of time of three months until August 1, 1995 within which to oppose the application.

The failure to request the extension of time by the due date was not reasonably avoidable. The writer became aware of this application and the date when it would be advertised for opposition during the course of an investigation at the Trade-marks Office with respect to an opposition by the same client to an application for a similar mark. It was intended to advise the client to request an extension of time for opposing the application but inadvertently no due date entry was made at the time, and the fact that the date had gone by did not come to the attention of the writer until Friday, May 19 during the course of reviewing the file for the purpose of preparing the statement of opposition to the other application. The writer telephoned the Trade-marks Office on Friday, May 19 and spoke to Ms. Beauchamp. She was

informed of the interest of our client in opposing the application. I was not able to communicate with our client until today, but have now obtained instructions from our client to request the extension of time.

The government fee of \$50 for requesting the extension of time is included in our cheque number .

Yours very truly,



ROGERS & MILNE

David Rogers  
(416) 863-4368

cc: Ms. Huguette Beauchamp,  
Secretary to the Chairman of the Opposition Board



# ROGERS & MILNE

Barristers, Solicitors, Engineers, Patent and Trade-Mark Agents

PATENTS TRADE-MARKS COPYRIGHT

## FAX COVER PAGE

DATE: May 26, 1995 MATTER NO.: 98505

TO: Trade-marks Office

ATTENTION: Ms. Huguette Beauchamp

Secretary to the Chairman of the Opposition Board

FAX NO.: (819) 997-1890

FROM: David Rogers ID No. 3306

NO. OF PAGES (INCLUDING COVER PAGE): 3

COMMENTS:

*on Hold.*

THIS TRANSMISSION IS INTENDED ONLY FOR THE ADDRESSEE. IT MAY CONTAIN PRIVILEGED OR CONFIDENTIAL INFORMATION. ANY UNAUTHORIZED DISCLOSURE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS TRANSMISSION IN ERROR, PLEASE NOTIFY US IMMEDIATELY SO THAT WE MAY CORRECT OUR TRANSMISSION. PLEASE THEN DESTROY THE ORIGINAL. THANK YOU.

IF PAGES MISSING, PLEASE CALL:  (416) 863-4629  (416) 862-3450

OUR FAX NO. IS: (416) 863-4592 NAME OF OPERATOR: Dolomay

TIME SENT: \_\_\_\_\_

*Donna  
Order this file for Cindy  
# 755, 903*

**ROGERS & MILNE**

Barristers, Solicitors, Engineers, Patent and Trade-Mark Agents

PRACTICE RESTRICTED TO INTELLECTUAL PROPERTY LAW  
PATENTS TRADE-MARKS COPYRIGHT

May 26, 1995

Our Ref: 116/7-136931

**BY FACSIMILE**The Registrar of Trade-marks  
Trade-marks Office  
Hull, Quebec  
K1A 0C9**REQUEST FOR  
EXTENSION OF TIME  
TO OPPOSE****Attention: Opposition Board**

Dear Sir:

**Re: Application No. 755,903  
Filed: May 27, 1994  
For: PRIME-CREDIT DOLLARS ZELLERS PLUS  
By: Zellers Inc.**

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This application was advertised for opposition in the Trade-marks Journal of March 1, 1995. On behalf of our client, Bank of Montreal, we hereby request a retroactive extension of time of three months until August 1, 1995 within which to oppose the application.

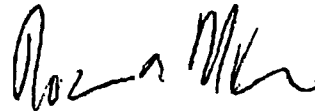
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- 2 -

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The government fee of \$50 for requesting the extension of time is included in our cheque number

Yours very truly,



ROGERS & MILNE

David Rogers  
(416) 863-4368

cc: Ms. Huguette Beauchamp,  
Secretary to the Chairman of the Opposition Board

# ROGERS & MILNE

Barristers, Solicitors, Engineers, Patent and Trade-Mark Agents

PATENTS TRADE-MARKS COPYRIGHT

## FAX COVER PAGE

DATE: May 26, 1995 MATTER NO.: 98505

TO: The Registrar of Trade-marks  
Trade-Marks Office

ATTENTION: OPPOSITION BOARD

FAX NO.: (819) 997-1890

FROM: David Rogers ID No. 3306

NO. OF PAGES (INCLUDING COVER PAGE): 3

COMMENTS:

THIS TRANSMISSION IS INTENDED ONLY FOR THE ADDRESSEE. IT MAY CONTAIN PRIVILEGED OR CONFIDENTIAL INFORMATION. ANY UNAUTHORIZED DISCLOSURE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS TRANSMISSION IN ERROR, PLEASE NOTIFY US IMMEDIATELY SO THAT WE MAY CORRECT OUR TRANSMISSION. PLEASE THEN DESTROY THE ORIGINAL. THANK YOU.

IF PAGES MISSING, PLEASE CALL:  (416) 863-4629  (416) 862-3450

OUR FAX NO. IS: (416) 863-4592

NAME OF OPERATOR: Polony

TIME SENT: \_\_\_\_\_

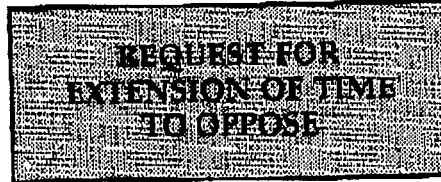
**ROGERS & MILNE**

Barristers, Solicitors, Engineers, Patent and Trade-Mark Agents

PRACTICE RESTRICTED TO INTELLECTUAL PROPERTY LAW  
PATENTS TRADE-MARKS COPYRIGHT

May 26, 1995

Our Ref: I16/7-136931

**BY FACSIMILE**The Registrar of Trade-marks  
Trade-marks Office  
Hull, Quebec  
K1A 0C9**Attention: Opposition Board**

Dear Sir:

**Re: Application No. 755,903  
Filed: May 27, 1994  
For: PRIME-CREDIT DOLLARS ZELLERS PLUS  
By: Zellers Inc.**

This application was advertised for opposition in the Trade-marks Journal of March 1, 1995. On behalf of our client, Bank of Montreal, we hereby request a retroactive extension of time of three months until August 1, 1995 within which to oppose the application.

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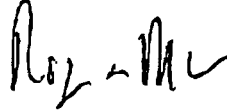
42nd Floor, P.O. Box 84, 1 First Canadian Place, Toronto, Canada M5X 1B1  
Tel (416) 863-4369 Fax (416) 863-4592

- 2 -

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Yours very truly,



ROGERS & MILNE

David Rogers  
(416) 863-4368

cc: Ms. Huguette Beauchamp,  
Secretary to the Chairman of the Opposition Board

**APPL'N/DEM. NO: 755,903**

**FILING DATE/DATE DE PRODUCTION: 27 May/mai 1994**

**APPLICANT/REQUÉRANT:**

ZELLERS INC.,  
5100 DE MAISONNEUVE WEST,  
MONTREAL,  
QUEBEC  
H4A 1Y6

**NAME CARDS/FICHES NOMINATIVES:**

ZELLERS

**AGENT/REP FOR SERVICE/AGENT/REP POUR SIGNIFICATION: 07179 RÉFÉRENCE: CD/10468-36**

GOUDREAU GAGE DUBUC & MARTINEAU WALKER  
TOUR DE LA BOURSE  
800 PLACE-VICTORIA  
BUREAU 3400  
MONTREAL  
QUEBEC  
H4Z 1E9

**TRADE MARK/MARQUE DE COMMERCE**

**PRIME-CRÉDIT DOLLARS ZELLERS PLUS**

**INDEX HEADINGS/RUBRIQUES DE L'INDEX:**

PRIME-CRÉDIT DOLLARS ZELLERS PLUS  
DOLLARS ZELLERS PLUS, PRIME-CRÉDIT  
ZELLERS PLUS, PRIME-CRÉDIT DOLLARS  
PLUS, PRIME-CRÉDIT DOLLARS ZELLERS  
CRÉDIT, PRIME- (PRIME-CRÉDIT DOLLARS ZELLERS PLUS)

**DISCLAIMER/DÉSISTEMENT TEXT:** The right to the exclusive use of the words PRIME-CRÉDIT and DOLLARS is disclaimed apart from the trade-mark.

**SERVICES:**

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also outside services, including but not limited to oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

**CLAIMS/REVENDEICATIONS:**

Used in Canada since at least as early as May 1, 1994 on services.

**FORMALIZED DATE/DATE D'OFFICIALISATION: 30 Jun/juin 1994**

**ADVERTISEMENT DATE/DATE DE PUBLICATION: 01 Mar/mars 1995 VOLUME: 42 ISSUE/ÉDITION: 2105**

GOUDREAU GAGE DUBUC & MARTINEAU WALKER,  
TOUR DE LA BOURSE,  
800 PLACE-VICTORIA,  
BUREAU 3400,  
MONTREAL, QUEBEC  
H4Z 1E9

JAN 17 1995

Votre référence Your file  
CD/10468-36

Notre référence Our file  
755,903

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Trade-mark - Marque de commerce  
PRIME-CRÉDIT DOLLARS ZELLERS PLUS

Applicant - Requéérant  
ZELLERS INC.,

---

La présente est pour vous aviser que, conformément aux dispositions de l'article 37 de la Loi sur les marques de commerce, cette demande est prévue pour publication au Journal des marques de commerce en temps opportun.

This is to inform you that, pursuant to Section 37 of the Trade-marks Act, this application is scheduled to be advertised in the Trade-marks Journal in due course.

Conformément aux dispositions de l'article 37(3), un avis sera envoyé au propriétaire de la marque de commerce enregistrée sous le numéro

Pursuant to the provisions of Section 37(3), a notice will be sent to the owner of trade-mark No.

Conformément aux dispositions de l'article 15, cette marque de commerce sera liée à la (aux) marque(s) de commerce suivante(s).

Pursuant to the provisions of Section 15, this trade-mark will be associated with the following trade-mark(s).

TMA306,648; TMA338,696; TMA395,673; TMA402,876; TMA411,825; TMA409,819;  
TMA428,974; P716143; P727733; P727824; P730804; P755900; P755901; P755902;  
P755904; P755905; P755906; P758610; P758611;

70  
LE REGISTRAIRE DES MARQUES DE COMMERCE  
REGISTRAR OF TRADE-MARKS

sal-j16





### ADVERTISEMENT SHEET - FEUILLE DE PUBLICATION

Preprinted 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 

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Change of Name or Transfer Changement de nom ou transfert \_\_\_\_\_

CERTIFICATION MARK - MARQUE DE CERTIFICATION

DISTINGUISHING GUISE - SIGNE DISTINCTIF

*John Doe*  
 Disclaimer - Disistement:

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 - Marchandises révisées  Revised Services - Services révisées

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 37(3) (Flag File) - Section 37(3) (Etiqueter le dossier) \_\_\_\_\_

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

Associated Marks - Marques liées: *John Doe* \_\_\_\_\_

or - ou  Identified on Search Report by RED check mark Cochées en ROUGE sur la feuille de recherche

Other instructions for Journal Purposes Autres Renseignements pour le Journal  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CANADATRADE-MARKS ACTAPPLICATION FOR REGISTRATIONOF A TRADE-MARK

TO: The Registrar of Trade-Marks  
Ottawa/Hull  
Canada

---

1. The undersigned, ZELLERS INC., the full post office address of whose principal office or place of business is 5100 de Maisonneuve West, Montreal, Quebec, H4A 1Y6, 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 consists of the words:

**PRIME-CRÉDIT DOLLARS ZELLERS PLUS**

- 2a.  The applicant disclaims the right to the exclusive use of PRIME-CRÉDIT and DOLLARS apart from the trade-mark. ✓
3.  The trade-mark has been used in Canada by the applicant in association with all the specific services listed hereafter and the applicant requests registration in respect of such services. The trade-mark has been so used in Canada in association with the general class of services comprising the following specific services: operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services, since at least as early as May 1, 1994. ✓

4. The applicant appoints GOUDREAU GAGE DUBUC & MARTINEAU WALKER, whose full post office address in Canada is Suite 3400, The Stock Exchange Tower, P.O. Box 242, Victoria Square, Montreal, Quebec H4Z 1E9, or any member of the said firm, as the firm or person 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 to or served with the same effect as if they had been given to or served upon the applicant or registrant.
  
5. The applicant appoints GOUDREAU GAGE DUBUC & MARTINEAU WALKER, whose full post office address in Canada is Suite 3400, The Stock Exchange Tower, P.O. Box 242, Victoria Square, Montreal, Quebec H4Z 1E9, or any member of the said firm, as its agents to prosecute this application with full powers of amendment and substitution, to execute any amendment related thereto as well as any amended application, and to represent the applicant with respect to this application, the said agents being authorized to receive the registration certificate on behalf of the applicant.
  
6. The applicant is satisfied that it is entitled to the use of the trade-mark in Canada in association with the services described above.

EXECUTED at Montreal, Province of Quebec, this 27<sup>th</sup> day of May 1994 and amended this 23<sup>rd</sup> day of June 1994 and amended this 23<sup>rd</sup> day of November 1994.

**ZELLERS INC.**

*Goudreau Gage Dubuc*

Per: *Martineau Walker*  
Trade-Marks Agents

# Goudreau Gage Dubuc & Martineau Walker

PATENT AND TRADE MARK AGENTS  
INDUSTRIAL DESIGNS - COPYRIGHT

QUEBEC CITY OFFICE:  
140 GRANDE ALLÉE EAST, SUITE 800  
QUEBEC, QUEBEC G1R 5M8  
TELEPHONE 418/640-2000

TELEPHONE 514/397-7602  
TOLL FREE 1-800-361-6266  
FAX 514/397-4382 OR 7600

PLEASE TELEPHONE: (514) 397-7605

YOUR REF: 755,903

OUR REF: CD/10468.36

Consumer and Corporate Affairs  
Stock Exchange Tower  
800 Place Victoria  
Consommation et Services  
CANADA  
Montreal, Canada H4Z 1E9

TO NOV 23 1994 X November 23, 1994

File 755903  
Dossier  
Chg'd to  
Remis à

BY HAND

The Registrar of Trade-Marks  
Industry Canada  
Ottawa/ Hull  
Canada

Regional Office  
5, Place Ville-Marie  
8<sup>th</sup> Floor, Room 800  
Montreal, Quebec  
H3B 2G2

RE: Trade-Mark : PRIME-CRÉDIT DOLLARS ZELLERS PLUS  
Applicant : Zellers Inc.  
Application number : 755,903

Dear Sir:

Further to the examiner's report dated October 26, 1994, please find enclosed herewith, a revised application for registration.

Yours truly  
GOUDREAU GAGE DUBUC  
& MARTINEAU WALKER

  
Chantal Desjardins

CD/nb  
p.j.

IMRO

NOV 25 1994

APPLICANT — REQUÉRANT

TRADE-MARK — MARQUE DE COMMERCE

PRIME-CRÉDIT DOLLARS ZELLERS PLUS

07/10/95-36

GODFREAU GAGE DUBUC & MARTINEAU WALKER,
TOUR DE LA BOURSE,
500 PLACE-VICTORIA,
BUREAU 9400,
MONTREAL,
QUEBEC H4Z 1E9



Industry Canada Industrie Canada
Trade-Marks Marques de commerce
50, Victoria St. 50, rue Victoria
Hull, Québec Hull (Québec)
K1A 0C9 K1A 0C9

PLEASE QUOTE OUR FILE NO. IN ALL FUTURE CORRESPONDENCE
VEUILLEZ INDIQUER NOTRE NUMÉRO DE DOSSIER DANS TOUTE CORRESPONDANCE ULTÉRIEURE

Table with 3 columns: Filing Date — Date de production, File No. — Dossier N°, Priority Date — Date de priorité. Values: 1994/05/27, 755903.



CCA-403 (12-93) 44

REFERENCE TO RULES AND SECTIONS IN THIS FORM CONSTITUTE REFERENCE TO THE TRADE-MARKS RULES AND TRADE-MARKS ACT
LES RÉGLEMENTS ET LES ARTICLES AUXQUELS ON SE RÉFÈRE DANS LA PRÉSENTE FORMULE SONT LES RÉGLEMENTS ET LA LOI SUR LES MARQUES DE COMMERCE.

PLEASE DISREGARD BOXES NOT MARKED WITH AN X
VEUILLEZ NE TENIR COMPTE QUE DES CASES MARQUÉS D'UNE CROIX

- 16 numbered questions in English and French regarding trademark registration, including sections 12, 30, 31, 32, and 35. Includes handwritten answers like 'PRIME-CRÉDIT et DOLLARS' and '13'.

GOUDREAU GAGE DUBUC & MARTINEAU WALKER  
P.O. Box 242, Square Victoria, Montreal, Canada H4Z 1E9  
Telecopier: 514-397-4382 (or, if busy: 514-397-7600)

Division of Affairs commerciales  
Consumer and Corporate Affairs  
CANADA  
14  
TO  
DATE: June 23, 1994  
Dossier  
Chq'd

# 755903

755903

Search, Exam  
8/7/94

TELECOPY COVER LETTER

TO: Name: Mrs. GINA NERIO  
Firm: INDUSTRY CANADA Telecopier: (819) 953-2244  
City: OTTAWA, ONTARIO

FROM: Name: CHANTAL DESJARDINS File Number: 10468.36

Total number of pages: 3 including cover letter.

If you do not receive all the pages, please call back as soon as possible Tel.: 514-397-7605.

MESSAGE: RE: Trade-mark **PRIME-CRÉDIT DOLLARS ZELLERS PLUS**  
Applicant: Zellers Inc.

Dear Mrs. Nerio:

Further to our conversation of this afternoon, please find enclosed herewith a revised application for registration in which we have corrected the trade-mark in order to read **PRIME-CRÉDIT DOLLARS ZELLERS PLUS**. The original will be forwarded to you by messenger.

With best regards,

Yours truly,

**CONFIRMATION**

Chantal Desjardins  
(514) 397-7605

MAR 0

JUL 2 0 1994

CD/nb

This transmission contains confidential information. If you have received this teletype by error, please notify us by telephone or by fax immediately.

TCRO

JUL 26 1994

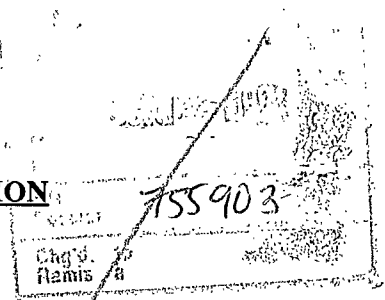
JUL 25 1994  
JUL 25 1994  
JUL 25 1994  
JUL 25 1994

CANADA

TRADE-MARKS ACT

APPLICATION FOR REGISTRATION

OF A TRADE-MARK



TO: The Registrar of Trade-Marks  
Ottawa/Hull  
Canada

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EXECUTED at Montreal, Province of Quebec, this 27<sup>th</sup> day of May 1994 and amended this 23<sup>rd</sup> day of June 1994.

ZELLERS INC.

*Goudreau Gage Dubuc*

Per: *Martineau Walker*  
Trade-Marks Agents





No. of Name Cards — N° de cartes	Extension Counter — N° d'extensions	Filing Date — Date de dépôt	File No. — N° de dossier <b>755903</b>
Extension: Reg'n Date — Date d'enr.	Reg'n Act — Loi d'enr. TMA UCA <input type="checkbox"/> A <input type="checkbox"/> B LMC LCD	TM&DA NFLD. <input type="checkbox"/> C <input type="checkbox"/> D LMC&D TN	Lang. of App'n. Langue d'app. <input type="checkbox"/> (E.) <input type="checkbox"/> (A.) <input type="checkbox"/> (F.)
Register No. — Registre N°	Reg'n. No. — N° d'enr.	Priority Date — Date de priorité ____/____/____	

Trade Mark Class. — Classe de marque:

1  Word Mot      2  Design Dessin      C  Cert. Mark Marque de cert.      D  Disting. Guise Signe distinctif

Trade Mark Description/55 Characters — Description de marque/55 caractères:

**PRIME-CRÉDIT DOLLARS ZELLERS PLUS**

Agent No. — N° d'agent	Agent's Ref. No. — N° de ref. de l'agent	Wares Marchandises <input type="checkbox"/>	Services <input type="checkbox"/>	W&S. M&S. <input type="checkbox"/>
------------------------	--	--	--------------------------------------	---------------------------------------

Used/Made Known — Employée révélée       Code (1-5) \_\_\_\_\_

Date of First Use — Date d'emploi: \_\_\_\_\_

Text — Texte  Used Employée  Make Known Révélée

Used in Country — Pays d'emploi:  Registered in Enregistrée en \_\_\_\_\_ on le \_\_\_\_\_ under sous \_\_\_\_\_

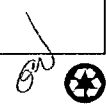
(Country — Pays) (Date) (#)

Text Texte

Proposed Use: Emploi proj.:       Code (1-3) \_\_\_\_\_      Proposed Text: Texte Proj.:

R.U. — Usager insc.

<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 <b>PRIME-CRÉDIT DOLLARS ZELLERS PLUS</b> <b>CRÉDIT, PRIME- (PRIME-CRÉDIT DOLLARS ZELLERS PLUS)</b>
--	---



# Goudreau Gage Dubuc & Martineau Walker

755903

AGENTS DE BREVETS ET DE MARQUES DE COMMERCE  
DESSINS INDUSTRIELS - DROITS D'AUTEUR

BUREAU DE QUÉBEC:  
140, GRANDE ALLÉE EST, BUREAU 800  
QUÉBEC (QUÉBEC) G1R 5M8  
TÉLÉPHONE 418/640-2000

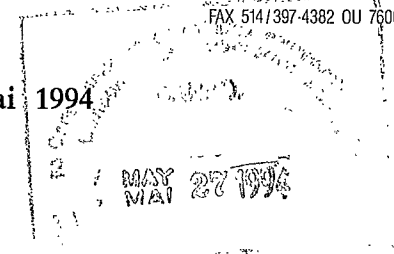
Tour de la Bourse  
800 Place-Victoria  
Bureau 3400  
Montréal, Canada H4Z 1E9

TÉLÉPHONE 514/397-7602  
SANS FRAIS 1-800-361-6266  
FAX 514/397-4382 OU 7600

TÉLÉPHONE: (514) 397-7605

Le 27 mai 1994

VOTRE RÉF: ---  
NOTRE RÉF: CD/10468.36



Registraire des marques de commerce  
Industrie Canada  
Ottawa/Hull  
Canada

**PAR MESSAGER**  
Bureau régional  
5, Place Ville-Marie  
8<sup>e</sup> étage, Pièce 800  
Montréal (Québec)  
H3B 2G2

7179

OBJET: Marque de commerce : PRIME-CRÉDIT DOLLARS ZELLERS PLUS  
Requérante : Zellers Inc.  
Notre référence : CD/10468.36

Monsieur le Registraire,

Veuillez trouver, sous pli, les documents suivants:

- ( X ) Une demande d'enregistrement de la marque de commerce susmentionnée
- ( X ) Notre chèque n° 17481 comprenant le montant de 150.00 \$ en paiement des droits prescrits

Recevez l'expression de nos sentiments distingués.

**GOUDREAU GAGE DUBUC  
& MARTINEAU WALKER**

Titre TJ	Trans # P2534	# Lot 667	Date de trans Trans. Date 6-6-94	TPS GST
Référence		# Marque Cheque # 17481	# Cpte client Customer Den #	
Espèce/Cash Chèque/Cheque Visa Mastercard Cpte dépôt Deposit Acct	CD RC CD/nb P.J.	Compte Account Q 1000 32107	Montant Doll. Amount 150.00	Autre devise Other Currency
Préparé par: Prepared by	Input:		Approuvé par: Approved by:	

*Chantal Desjardins*  
JUN 17 1994



EX-100

JUN  
JUN 21 1994



**GOUDREAU GAGE DUBUC & MARTINEAU WALKER**  
P.O. Box 242, Square Victoria, Montreal, Canada H4Z 1E9  
Telecopier: 514-397-4382 (or, if busy: 514-397-7600)

**TELECOPY COVER LETTER**

DATE: June 23, 1994

TO: Name: Mrs. GINA NERIO

Firm: INDUSTRY CANADA Telecopier: (819) 953-2244

City: OTTAWA, ONTARIO

FROM: Name: CHANTAL DESJARDINS File Number: 10468.36

Total number of pages: 3 including cover letter.

If you do not receive all the pages, please call back as soon as possible Tel.: 514-397-7605.

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Chantal Desjardins  
(514) 397-7605

CANADA

TRADE-MARKS ACT

APPLICATION FOR REGISTRATION

OF A TRADE-MARK

TO: The Registrar of Trade-Marks  
Ottawa/Hull  
Canada

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EXECUTED at Montreal, Province of Quebec, this 27<sup>th</sup> day of May 1994.

ZELLERS INC.

*Goudreau Gage Dubuc*

Per: *J. Martineau Walker*  
Trade-Marks Agents



CANADATRADE-MARKS ACTAPPLICATION FOR REGISTRATIONOF A TRADE-MARK

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ZELLERS INC.

*Goudreau Gage Dubuc*

Per: *J. Martineau Walker*  
Trade-Marks Agents

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**PRIME-CRÉDIT DOLLARS ZELLERS PLUS**

3. The trade-mark has been used in Canada by the applicant in association with all the specific services listed hereafter and the applicant requests registration in respect of such services. The trade-mark has been so used in Canada in association with the general class of services comprising the following specific services: operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services, since at least as early as May 1, 1994.
4. The applicant appoints GOUDREAU GAGE DUBUC & MARTINEAU WALKER, whose full post office address in Canada is Suite 3400, The Stock Exchange Tower, P.O. Box 242, Victoria Square, Montreal, Quebec H4Z 1E9, or any member of the said firm, as the firm or person 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 to or served with the same effect as if they had been given to or served upon the applicant or registrant.

GOLFREAL GAGE DUBUC & MARTINEAU WALKER  
P.O. Box 242, Square Victoria, Montreal, Canada H4Z 1E9  
Telecopier: 514-397-4382 (or, if busy: 514-397-7600)

TELECOPY COVER LETTER

DATE: June 23, 1994

TO: Name: Mrs. GINA NERIO  
Firm: INDUSTRY CANADA Telecopier: (819) 953-2244  
City: OTTAWA, ONTARIO

FROM Name: CHANTAL DESJARDINS File Number: 10468.36

Total number of pages: 3 including cover letter.

If you do not receive all the pages, please call back as soon as possible Tel.: 514-397-7605.


MESSAGE: RE: Trade-mark PRIME-CRÉDIT DOLLARS ZELLERS PLUS  
Applicant: Zellers Inc.

Dear Mrs. Nerio:

Further to our conversation of this afternoon, please find enclosed herewith a revised application for [redacted] which we have corrected the trade-mark in order to read PRIME-CRÉDIT DOLLARS ZELLERS [redacted]. The original will be forwarded to you by messenger.

With best regards,

Yours truly,

  
Chantal Desjardins  
(514) 397-7605

CD/nb

- 2 -

5. The applicant appoints GOUDREAU GAGE DUBUC & MARTINEAU WALKER, whose full post office address in Canada is Suite 3400, The Stock Exchange Tower, P.O. Box 242, Victoria Square, Montreal, Quebec H4Z 1E9, or any member of the said firm, as its agents to prosecute this application with full powers of amendment and substitution, to execute any amendment related thereto as well as any amended application, and to represent the applicant with respect to this application, the said agents being authorized to receive the registration certificate on behalf of the applicant.
6. The applicant is satisfied that it is entitled to the use of the trade-mark in Canada in association with the services described above.

EXECUTED at Montreal, Province of Quebec, this 27<sup>th</sup> day of May 1994 and amended this 23<sup>rd</sup> day of June 1994.

ZELLERS INC.

*Goudreau Gage Dubuc*

Per: *J. Martineau Walker*  
Trade-Marks Agents

17481

DÉTACHEZ ET GARDEZ CE RELEVÉ  
DETACH AND RETAIN THIS STATEMENT

Marque de commerce: **PRIME-CRÉDIT DOLLARS ZELLERS PLUS**

Régistrante: **Zellers Inc.**

Notre référence: **750/10468.36**

demande d'enregistrement

/nb

TRADE MARK	APPL 'N/REGN	WARES/SERVICES	OWNER	COMMENTS
LA RONDE	313001 TMA 164732	WARES: (1) Jackets and shirts. (2) Dressing gowns and sweaters.	ZELLERS INC., 5100 DE MAISONNEUVE AVE. OUEST, MONTREAL, Quebec H4A 1Y6	
ROLLAND & DESIGN  (FLEUR DE LYS) (MAPLE LEAVES) (R) (SHIELDS)	383476 TMA 212417	WARES: Papers of all kinds, namely fine papers, printing papers, packaging papers, fancy papers, decorative papers, industrial papers, business papers, converting papers and specialty papers.	ROLLAND INC. 2000, avenue McGill College Bureau 1400 Montreal, Quebec H3A 3H3	
DEVELOPPEMENT DE PHOTOS PARFAITES; DESSIN  (ZELLERS) (RAINBOW) (SEAL OF QUALITY)	529981 TMA 306648	SERVICES: Services de développement de photographies.	ZELLERS INC., 5250, BOULEVARD DECARIE, MONTREAL, Quebec H3X 3T9	THE RIGHT TO THE EXCLUSIVE USE OF ALL READING MATTER IS DISCLAIMED APART FROM THE TRADE MARK.
ZELLERS	563245 TMA 338696	WARES: (1) Soap. (2) Skin lotion. (3) Room deodorizers, compositions for cleaning windows. (4) Cleaning soap. (5). Shave foam. (6) Petro jelly and oil. (7) Shampoo and conditioner. (8) Rinse-cream. (9) Baby powder.  (10) Wipes, namely: disposable towels. (11) Beauty cream. (12) Bath oil and milk. (13) Bandages. (14) Peroxyde. (15) Alcohol. (16) Minerals and vitamins in syrup, gelatin and tabs. (17) Halibut and cod liver oil. (18) Analgesics. (19) Sanitary napkins. (20) Bathroom tissues (toilet paper). (21) Medicated cream. (22) Therapeutic oil. (23) Thermometers. (24) Saccharine. (25) Travel tabs. (26) Antihistaminic and cough syrups. (27) Gas mowers. (28) Short tools, namely: grass shears, pruners, hedge shears, trowels, transplanters and cultivators. (29) Disposable blades. (30) Scissors. (31) Film discs. (32) Blank tape audio and tapes. (33) Pencils. (34) Adhesive tape. (35) Binders. (36) Erasers. (37) Ink. (38) Hibachis and B.B.Q. accessories. (39) Absorbent balls. (40) Cotton swabs. (41) Cups. (42) Glasses. (43) Utility tableware, namely: plastic cups, plates, cutlery, wine glasses, beer glasses and foam cups. (44) Garbage bags. (45) Coffee filters. (46) Dental floss. (47) Toothbrushes. (48) Baby washcloths. (49) Latex gloves. (50) Hot water bottle. (51) Sewing kits, namely: basket comprising thimbles, needles, thread, threader, pins, sponge, buttons. (52) Yarns and threads. (53) Kitchen towels. (54) Articles of clothing, namely: underwear. (55) Shirts. (56) Pantyhose. (57) Pants, jeans, skirts. (58) Gloves. (59) Jackets. (60) Diapers. (61) Cushioned insoles for shoes. (62) Clothes fasteners. (63) Applique patches. (64) Ribbon, lace. (65) Ornaments and decorations for Christmas trees, namely: lighting, glass and satin ornaments, icicles, garlands, skirts and tree tops, wreaths, foil garlands, trees, novelties, namely: decorative animals and puppets, flower picks and table decorative centers. (66) Activity packs, namely: stickers and letters, dices, board games. (67) Roasted nuts. (68) Chocolate fondants containing fruits or nuts, candies. (69) Photographs, photograph frames. (70) Eye glass cases.	ZELLERS INC., 5100 BOULEVARD DE MAISONNEUVE WEST, MONTREAL, Quebec H4A 1Y6	
		SERVICES: (1) Operation of department stores. (2) Operation of an auto club. (3) Operation of a photography studio. (4) Operation		

of a business selling eye glass lenses, frames and optical accessories.

CLUB Z PLUS & DESIGN

(RECTANGLES)  
(DIAMOND)

666151 SERVICES:  
TMA 403209 (1) Organization of a consumer group within the framework of operating a system to compile points accumulated by said consumers in this group on a prorata basis by purchases made from the applicant, these points plus cash being exchangeable for various articles listed in a catalogue.

ZELLERS INC.,  
5100 WEST DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "CLUB" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

SIZES PLUS

668293 WARES:  
TMA 404250 (1) Men's clothing, namely, men's sweaters, pants, shirts, jackets and robes.  
  
SERVICES:  
(1) Operation of a retail department store.

ZELLERS INC.,  
5100 DE MAISONNEUVE WEST,  
MONTREAL, Quebec H4A 1Y6

THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "SIZES" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

TAILLES PLUS

668296 WARES:  
TMA 404500 (1) Men's clothing, namely, men's sweaters, pants, shirts, jackets and robes.  
  
SERVICES:  
(1) Operation of a retail department store.

ZELLERS INC.,  
5100 DE MAISONNEUVE QUEST,  
MONTREAL, Quebec H4A 1Y6

THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "TAILLES" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

SIZES PLUS & DESIGN

(P)  
(SQUARE)

668325 WARES:  
TMA 404816 (1) Men's clothing, namely, men's sweaters, pants, shirts, jackets and robes.  
  
SERVICES:  
(1) Operation of a retail department store.

ZELLERS INC.,  
5100 DE MAISONNEUVE QUEST,  
MONTREAL, Quebec H4A 1Y6

THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "SIZES" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

TAILLES PLUS & DESIGN

(P)  
(SQUARE)

668334 WARES:  
TMA 404817 (1) Men's clothing, namely, men's sweaters, pants, shirts, jackets and robes.  
  
SERVICES:  
(1) Operation of a retail department store.

ZELLERS INC.,  
5100 DE MAISONNEUVE QUEST,  
MONTREAL, Quebec H4A 1Y6

THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "TAILLES" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

ZELLERS ADVANTAGE 60 & DESIGN

(NUMERALS - 60)

673969 SERVICES:  
TMA 395673 (1) Providing a membership card to certain persons which will enable them to obtain various discounts and benefits when shopping at the applicant's stores.

ZELLERS INC.,  
5100 WEST DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

BLUE RIBBON PRICE & DESIGN

(SEAL & RIBBON)

676558 WARES:  
TMA 405545 (1) Men's, ladies' and children's clothing namely shirts, blouses, sweaters, pants, skirts, jackets,

ZELLERS INC.,  
5100 DE MAISONNEUVE AVE.  
QUEST,



sweatshirts, sweatpants, t-shirts, shorts, vests, MONTREAL, Quebec H4A 1Y6  
 cardigans, underwear, socks, pyjamas, sleepwear and  
 lingerie; belts; scarves; purses; handbags; costume jewellery; diapers; diaper liners; hand mitts and hosiery; men  
 ladies' and children's footwear namely dress shoes, casual shoes, athletic shoes, sandals and slippers; bedding products  
 namely blankets, mattress pads, bedspreads, bedskirts, sheets, pillows, pillow cases, pillow shams, pillow protectors  
 and comforters; towels; face cloths; shower curtains; bathroom products namely bath mats, contour mats, toilet lid  
 covers, toilet tank sets, soap dishes, toothbrush holders, drinking glasses, soap dispensers, shower curtain rings and  
 liners, shower tension rods, shower rod covers and bathroom scales; household products namely can openers, bottle  
 openers, serving spoons, ladles, spatulas, egg turners, scouring pads, scrub brushes, brooms, dust pans, floor mops,  
 clothes hangers, glass and plastic storage containers, drinking glasses, measuring cups, dinner plates, salad plates,  
 bread and butter plates, soup bowls, salad bowls, cups and saucers, serving bowls, trays, platters, mugs, mixing bowls,  
 oven mitts, pot holders, tea towels, dish cloths, figurines and trivets; electrical appliances namely irons, kettles,  
 coffee makers, toasters, can openers, crock pots; food processors, popcorn makers, hair dryers, curling irons and food  
 mixers; and cookware products namely casserole dishes, pots, pans, frying pans, steamers and broilers.

## SERVICES:

(1) Operation of a retail department store.

## ZELLERS CRAFTIME

(TINE, CRAF)

684838 WARES:

TMA 402876 (1) Pompons, pipe cleaners, googly eyes, rhinestones,  
glitters, beads, sequins.

ZELLERS INC.,

5100 WEST, DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

## 30/60/90 PAYMENT PLAN &amp; DESIGN

(NUMERALS-30)  
(CIRCLES-CONCENTRIC)

690872 SERVICES:

TMA 404157 (1) Retail department store credit services; and  
advertising the wares of others which are sold in the  
applicant's retail department store.

ZELLERS INC.,

5100 DE MAISONNEUVE AVE.  
OUEST,  
MONTREAL, Quebec H4A 1Y6THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORDS "PAYMENT and  
PLAN" IS DISCLAIMED  
APART FROM THE TRADE  
MARK.ZELLERS STUDIO DE PHOTOGRAPHIE &  
DESIGN

(WHEELS-GEAR)

693610 WARES:

TMA 411825 (1) Photographs and photograph frames.

SERVICES:

(1) Photographic services.

ZELLERS INC.,

5100 DE MAISONNEUVE OUEST,  
MONTREAL, Quebec H4A 1Y6The right to the  
exclusive use of the  
word STUDIO, the word  
DE and the word  
PHOTOGRAPHIE is  
disclaimed apart from  
the trade mark.

## ZELLERS PORTRAIT STUDIO &amp; DESIGN

(WHEEL-GEAR)

693613 WARES:

TMA 409819 (1) Photographs and photograph frames.

SERVICES:

(1) Photographic services.

ZELLERS INC.,

5100 DE MAISONNEUVE OUEST,  
MONTREAL, Quebec H4A 1Y6The right to the  
exclusive use of the  
word PORTRAIT and the  
word STUDIO is  
disclaimed apart from  
the trade-mark.

## PARCE QUE...LE PRIX LE PLUS BAS

698592 SERVICES:

ZELLERS INC.,

THE RIGHT TO THE

FAIT LOI	TMA 409244	(1) Operation of a retail discount store, operation of a retail pharmacy and operation of an optical dispensary.	5100 DE MAISONNEUVE OUEST, MONTREAL, Quebec H4A 1Y6	EXCLUSIVE USE OF THE WORDS "PRIX LE PLUS BAS" IS DISCLAIMED APART FROM THE TRADE MARK.
OU LE PRIX LE PLUS BAS FAIT LOI...TOUS LES JOURS	698600 TMA 428102	SERVICES: (1) Operation of a retail discount store, operation of a retail pharmacy and operation of an optical dispensary.	ZELLERS INC., 5100 DE MAISONNEUVE OUEST, MONTREAL, Quebec H4A 1Y6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "LE PRIX LE PLUS BAS" IS DISCLAIMED APART FROM THE TRADE MARK.
BECAUSE...THE LOWEST PRICE IS THE LAW	698602 TMA 411555	SERVICES: (1) Operation of a retail discount store, operation of a retail pharmacy and operation of an optical dispensary.	ZELLERS INC., 5100 DE MAISONNEUVE OUEST, MONTREAL, Quebec H4A 1Y6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "THE LOWEST PRICE" IS DISCLAIMED APART FROM THE TRADE MARK.
LE PRIX LE PLUS BAS FAIT LOI	698609 TMA 425243	SERVICES: (1) Operation of a retail discount store, operation of a retail pharmacy and operation of an optical dispensary.	ZELLERS INC., 5100 DE MAISONNEUVE OUEST, MONTREAL, Quebec H4A 1Y6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "LE PRIX LE PLUS BAS" IS DISCLAIMED APART FROM THE TRADE MARK.
WHERE THE LOWEST PRICE IS THE LAW...EVERYDAY	698610 TMA 428103	SERVICES: (1) Operation of a retail discount store, operation of a retail pharmacy and operation of an optical dispensary.	ZELLERS INC., 5100 DE MAISONNEUVE OUEST, MONTREAL, Quebec H4A 1Y6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "THE LOWEST PRICE" IS DISCLAIMED APART FROM THE TRADE MARK.
THE LOWEST PRICE IS THE LAW	698611 TMA 425244	SERVICES: (1) Operation of a retail discount store, operation of a retail pharmacy and operation of an optical dispensary.	ZELLERS INC., 5100 DE MAISONNEUVE OUEST, MONTREAL, Quebec H4A 1Y6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "THE LOWEST PRICE" IS DISCLAIMED APART FROM THE TRADE MARK.
IMAGE PLUS	700440 TMA 409580	SERVICES: (1) Operation of a retail department store and operation of a men's clothing boutique.	ZELLERS INC., 5100 DE MAISONNEUVE AVE. OUEST, MONTREAL, Quebec H4A 1Y6	

## IMAGE PLUS &amp; DESIGN

700909

## WARES:

(1) Men's clothing namely: sweaters, shirts, shorts, bathing suits, jackets, coats, pants and jeans.

## SERVICES:

(1) Operation of a retail department store and operation of a men's clothing boutique.

ZELLERS INC.,  
5100 DE MAISONNEUVE AVE.  
QUEST,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 13  
JAN/JANV 1993  
THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORDS "CLOTHING FOR  
MEN" IS DISCLAIMED  
APART FROM THE TRADE  
MARK.

(DIAMOND)  
(CLOTHING FOR MEN)

## LES ETOILES DU HOCKEY ZELLERS &amp; DESIGN

716143

## WARES:

(1) Brochures, magazines, note books, personal organizers, address books; sweaters.  
(2) Hockey pucks, hockey cards, posters, photos, award certificates, award flyers and coupons.

## SERVICES:

(1) Operation of department stores, retail stores services, namely promoting the sale and the selling of merchandise and the rendering of services by the provision of a contest and the provision of privileges or services.

ZELLERS INC.,  
5100 WEST, DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 01  
DEC/DEC 1993  
THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "HOCKEY" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

(HOCKEY STICKS)  
(CIRCLES-CONCENTRIC)  
(STARS-5 POINTED)

## MASTERS OF HOCKEY ZELLERS &amp; DESIGN

716155

## WARES:

TMA 428974

(1) Brochures, magazines, note books, personal organizers, address books; sweaters. (2) Hockey pucks, hockey cards, posters, photos, award certificates, award flyers and coupons.

## SERVICES:

(1) Operation of department stores, retail stores services, namely promoting the sale and the selling of merchandise and the rendering of services by the provision of a contest and the provision of privileges or services.

ZELLERS INC.,  
5100 WEST, DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "HOCKEY" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

(HOCKEY STICKS)  
(CIRCLES-CONCENTRIC)  
(STARS-5 POINTED)

## ZEDDY CUB CLUB &amp; DESIGN

717446

## WARES:

TMA 422370

(1) Noveltyies, namely: buttons, pins, hats, plastic cups; comic books, colouring books, story books; birthday cards, membership cards; publication, namely: newsletter; safety identification kits.

## SERVICES:

(1) Operating a club which provides safety tips to youngsters; publishing services; promotional and advertising services.

ZELLERS INC.,  
5100 WEST DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "CLUB" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

(BEAR-FANCIFUL)  
(CHILD-BOY-FANCIFUL)  
(LINE-CURVED)  
(BAR)

## EXPRESS PLUS &amp; DESIGN

718703

## WARES:

(1) Pants, knit-coordinates, tops, blouses, skirts, sweaters, t-shirts, dresses, shorts; oversize basic pants, knit-coordinates, tops, blouses, skirts, sweaters, t-shirts, dresses, shorts.

ZELLERS INC.,  
5100 WEST, DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 03  
NOV/NOV 1993  
IN OPPOSITION

(TICKET)  
(CIRCLES-CONCENTRIC)  
(F)  
(TAG)

## SIZES PLUS &amp; DESIGN

(RECTANGLE)  
(SQUARE)  
(BARS)  
(P)

718906

## WARES:

(1) Men's pants, shirts, sweaters, t-shirts, robes, pyjamas, knit tops, shorts, swimwear.

ZELLERS INC.,

5100 WEST, DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 02

MAR/MARS 1994  
THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "SIZES" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

## TAILLES PLUS &amp; DESIGN

(RECTANGLE)  
(SQUARE)  
(BARS)  
(P)

718911

## WARES:

(1) Men's pants, shirts, sweaters, t-shirts, robes, pyjamas, knit tops, shorts, swimwear.

ZELLERS INC.,

5100 WEST, DE MAISONNEUVE  
BOULEVARD,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 02

MAR/MARS 1994  
THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "TAILLES" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

## CLUB Z EXTRA &amp; DESIGN

(DIAMOND)  
(RECTANGLE)  
(CIRCLES-CONCENTRIC)  
(RIBBON)  
(PLUS GRATIFIANT TOUS LES JOURS)

719649  
TMA 422086

## SERVICES:

(1) Operation of a consumer group within the framework of operating a system to compile points accumulated by said consumers in this group on a pro rata basis by purchases made from the applicant, these points being exchangeable for various articles listed in a catalogue; retail department store services; marketing and promoting the wares and services of others; the operation of a travel club and the operation of an automobile club.

ZELLERS INC.,

5100 DE MAISONNEUVE OUEST,  
MONTREAL, Quebec H4A 1Y6

The right to the  
exclusive use of the  
words CLUB, EXTRA and  
PLUS GRATIFIANT is  
disclaimed apart from  
the trade mark.

## CLUB Z EXTRA &amp; DESIGN

(RECTANGLE)  
(DIAMOND)  
(CIRCLES-CONCENTRIC)  
(RIBBON)  
(MORE REWARDING EVERYDAY)

719650  
TMA 422399

## SERVICES:

(1) Operation of a consumer group within the framework of operating a system to compile points accumulated by said consumers in this group on a pro rata basis by purchases made from the applicant, these points being exchangeable for various articles listed in a catalogue; retail department store services; marketing and promoting the wares and services of others; the operation of a travel club and the operation of an automobile club.

ZELLERS INC.,

5100 DE MAISONNEUVE OUEST,  
MONTREAL, Quebec H4A 1Y6

The right to the  
exclusive use of the  
words CLUB, EXTRA and  
MORE REWARDING is  
disclaimed apart from  
the trade-mark.

## ZELLERS CENTRE VISUEL

727733

## WARES:

(1) Hearing aids; eyeglasses, sunglasses and components namely eyeglass frames and lenses, tool kits, screws and screw drivers; contact lenses; and accessories and supplies relating thereto namely cleaners, cloths, cases, chains and cords.

ZELLERS INC.,

5100 DE MAISONNEUVE OUEST,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 02

FEB/FEV 1994 The  
right to the  
exclusive use of the  
words CENTRE and  
VISUEL is disclaimed  
apart from the trade  
mark.

## SERVICES:

(1) Operation of an optical and audiological centre

providing optometric, ophthalmological and audiological services, the insurance and repair of eyeglasses, sunglasses, contact lenses and hearing aids.

ZELLERS VISION CENTER

727824 WARES:

(1) Hearing aids and components; eyeglasses, sunglasses and components; contact lenses; and accessories and supplies relating thereto namely cleaners, cloths, cases, chains and cords.

SERVICES:

(1) Operation of an optical and audiological centre providing optometric, ophthalmological and audiological services, the insurance and repair of eyeglasses, sunglasses, contact lenses and hearing aids.

ZELLERS INC.,  
5100 DE MAISONNEUVE OUEST,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 02  
FEB/FEV 1994  
THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "CENTER" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

ZELLERS OPTICAL

730804 WARES:

(1) Eyeglasses, sunglasses and components; contact lenses; and accessories and supplies relating thereto namely cleaners, cloths, cases, chains and cords.

SERVICES:

(1) Operation of a business selling eyeglass lenses, frames and optical accessories.

ZELLERS INC.,  
5100 DE MAISONNEUVE OUEST,  
MONTREAL, Quebec H4A 1Y6

ADVERTISED: 09  
FEB/FEV 1994  
THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "OPTICAL" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

ZELLERS MORE &amp; DESIGN

(CLUB Z)  
(DIAMOND)  
(G)  
(SUN & RAYS)

755900 SERVICES:

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

ZELLERS INC.,  
5100 DE MAISONNEUVE BOULEVARD  
WEST,  
MONTREAL, Quebec H4A 1Y6

ZELLERS PLUS &amp; DESIGN

(CLUB Z)  
(DIAMOND)  
(U)  
(SUN & RAYS)

755901 SERVICES:

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

ZELLERS INC.,  
5100 DE MAISONNEUVE BOULEVARD  
WEST,  
MONTREAL, Quebec H4A 1Y6

ZELLERS MORE CREDIT CARD

755902 SERVICES:

(1) Operation of department stores, retail stores services namely rendering of services by the

ZELLERS INC.,  
5100 DE MAISONNEUVE WEST,  
MONTREAL, Quebec H4A 1Y6

provision of financial services to retail customers especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

CARTE DE CREDIT DOLLARS ZELLERS PLUS

755904 SERVICES:

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers

especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

ZELLERS INC.,

5100 DE MAISONNEUVE WEST,  
MONTREAL, Quebec H4A 1Y6

ZELLERS MORE CARD DOLLARS

755905 SERVICES:

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers

especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

ZELLERS INC.,

5100 DE MAISONNEUVE WEST,  
MONTREAL, Quebec H4A 1Y6

ZELLERS MORE CARD

755906 SERVICES:

(1) Operation of department stores, retail stores services namely rendering of services by the provision of financial services to retail customers

especially services related to credit cards; and also at outside services, including but not limited to, oil companies, after market auto suppliers, car rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

ZELLERS INC.,

5100 DE MAISONNEUVE WEST,  
MONTREAL, Quebec H4A 1Y6

PRIDE'N JOY

756925 WARES:

(1) Infants' clothing and furniture.

ZELLERS INC.,

5100 DE MAISONNEUVE BOULEVARD  
WEST,  
MONTREAL, Quebec H4A 1Y6

ZELLERS READING CENTRE

758610 WARES:

(1) Best sellers lists, book marks, books.

SERVICES:

(1) Exploitation of book shops.

ZELLERS INC.,

5100 DE MAISONNEUVE BOULEVARD  
WEST,  
MONTREAL, Quebec H4A 1Y6

COIN LECTURE ZELLERS

758611 WARES:

(1) Best sellers lists, book marks, books.

SERVICES:

(1) Exploitation of book shops.

ZELLERS INC.,

5100 DE MAISONNEUVE BOULEVARD  
WEST,  
MONTREAL, Quebec H4A 1Y6

COUPON PLUS	469252 TMA 272680	SERVICES: Promotional services using retail sales redemption coupons.	KIRBY & WILSON MANUFACTURING INC., 925 Meyerside Drive Mississauga, Ontario L5T 1R8	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "COUPON" IS DISCLAIMED APART FROM THE TRADE MARK.
MARGE DE CREDIT PRIVILEGIEE	685097	SERVICES: (1) Financial services, namely all services connected with providing a line of credit.	AMERICAN EXPRESS COMPANY, AMERICAN EXPRESS TOWER, WORLD FINANCIAL CENTER, NEW YORK, NEW YORK, United States of America	ADVERTISED: 11 MAR/MARS 1992 THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "MARGE DE CREDIT" IS DISCLAIMED APART FROM THE TRADE MARK.
PREFERRED READY CREDIT	558048 TMA 341343	SERVICES: Banking services.	CITICORP, 399 PARK AVENUE, NEW YORK, NEW YORK 10043, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "PREFERRED and CREDIT" IS DISCLAIMED APART FROM THE TRADE MARK.
CREDIT PLUS	667827	SERVICES: (1) Credit and financing services, namely, consumer purchase financing through conditional sales and extended warranty protection and request.	MAJESTIC SOUND WAREHOUSE LIMITED, 60 APEX ROAD, TORONTO, Ontario M5A 2V2	ADVERTISED: 02 DEC/DEC 1992 THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CREDIT" IS DISCLAIMED APART FROM THE TRADE MARK.
DALE-PARIZEAU VEILLE A VOS INTERETS	737539	SERVICES: (1) Services d'assurance nommément assurance automobile, assurance habitation, assurance commerciale, assurance de personne, assurance de responsabilité professionnelle et assurance frais juridiques, services financiers et services de planification financière.	DALE-PARIZEAU INC., 1140, BOULEVARD DE MAISONNEUVE OUEST, BUREAU 701, MONTREAL, Quebec H3A 1M8	ADVERTISED: 25 MAY/MAI 1994
POSTAGE PLUS	483466 TMA 274703	SERVICES: Operating a retail outlet for leasing postage meters and for selling and leasing mailing machines and scales; servicing mailroom equipment.	INTERNATIONAL POSTAL PLUS INCORPORATED, 11351 BRIDGEPORT ROAD, RICHMOND, British Columbia V6X 1T4	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "POSTAGE" IS DISCLAIMED APART FROM THE TRADE MARK.
EXPORT CREDIT PROTECTOR	742078	SERVICES: (1) Insurance services.	ROYAL BANK OF CANADA - BANQUE ROYALE DU CANADA,	

DOLLAR PLUS	685079 TMA 404305	SERVICES: (1) Operating discount sales outlets for merchandise.	1 PLACE VILLE MARIE, MONTREAL, Quebec H3C 3A9  DOLLAR PLUS BARGAIN CENTER LTD., 2584 FINCH AVENUE WEST, UNIT 2, WESTON, Ontario M9M 2G3	
STELCO CREDIT UNION & DESIGN  (PRIMARY WORKS) CREDIT UNION LIMITED, STECO EMPLOYEES) (LIMITED, STECO EMPLOYEE'S (PRIMARY WORKS) CREDIT UNION) (MEN - FANCIFUL) (TOY - PUZZLE)	414769 TMA 234372	SERVICES: Credit union services including the administration of personal savings and chequing accounts, the granting of loans, the placing of mortgages secured by real estate, counselling services for members re personal financing requirements, one to five year certificates service and the conducting of educational meetings for the members.	STELCO EMPLOYEES' (PRIMARY WORKS) CREDIT UNION LIMITED 928 Barton Street East Hamilton, Ontario L8P 2Y2	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CREDIT UNION, EMPLOYEES' and CREDIT UNION LIMITED" IS DISCLAIMED APART FROM THE TRADE MARK.
COST PLUS MART	468069 TMA 265326	SERVICES: Establishing and operating a retail outlet for the sale of furniture and household appliances.	SCHWARTZ AND COMPANY LIMITED, P.O. BOX 1298, SYDNEY, Nova Scotia	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "MART" IS DISCLAIMED APART FROM THE TRADE MARK.
<i>disc -</i> PRIME PLUS	695997	SERVICES: (1) Credit card services.	BANK OF MONTREAL, LAW DEPARTMENT, FIRST CANADIAN PLACE, P.O. BOX 1, TORONTO, Ontario M5X 1A1	ADVERTISED: 28 OCT/OCT 1992 IN OPPOSITION THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "PRIME" IS DISCLAIMED APART FROM THE TRADE MARK.
PRIMEPLUS	712651	SERVICES: (1) Employee health and dental benefit plans.	AETNA LIFE INSURANCE COMPANY OF CANADA, 79 WELLINGTON STREET WEST, TORONTO, Ontario M5K 1N9	ADVERTISED: 08 DEC/DEC 1993 IN OPPOSITION
NEWCOURT CREDIT GROUP & DESIGN  (COURT, NEW (NEWCOURT CREDIT GROUP)) (SQUARE) (CHARACTER-PLUS) (RECTANGULAR SHAPED FIGURES) (CROSS)	751852	SERVICES: (1) Provision of secured equipment financing to commercial and industrial companies and healthcare providers including sale/lease backs, conditional sales contracts and chattel mortgages, practice and residential mortgage financing, multi-jurisdictional leveraged leases and loans, debt underwriting and off balance sheet financings, portfolio management.	NEWCOURT CREDIT GROUP INC., B. C. E. PLACE, 181 BAY STREET, SUITE 3500, P.O. BOX 827, TORONTO, Ontario M5J 2T3	



(LINKS)		financial management and treasury services.		
AVANTAGES PLUS; DESSIN (A+) (CHARACTER--)	484056 TMA 281997	SERVICES: Promotions et publicités pour les marchandises et/ou services des autres.	113710 CANADA LTEE., CASE POSTALE 268, PASOS, Quebec G0C 2K0	
FIDUCIE DE CREDIT BOMBARDIER	649847 TMA 411318	SERVICES: (1) Acquiring and administering accounts receivable and related security and financing the same by the issuance of commercial paper or similar debt instruments.	BOMBARDIER INC., SUITE 1700, 800 RENE-LEVESQUE BOULEVARD WEST, MONTREAL, Quebec H3B 1Y8	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "FIDUCIE DE CREDIT" IS DISCLAIMED APART FROM THE TRADE MARK.
CELLULAR PLUS & DESIGN (STRIPE) (TELEPHONE)	682829 TMA 415930	WARES: (1) Telecommunications equipment, namely, cellular telephones and terminals.  SERVICES: (1) Telecommunication services; carrying on the business of sale of telecommunication apparatus equipment and inter-connect equipment, namely, cellular telephones and network services utilizing 800 MHz frequency to communicate; telecommunication maintenance services; and telecommunication consulting services.	AGT LIMITED, FLOOR 32-E, 10020 - 100 STREET, EDMONTON, Alberta T5J 0N5	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CELLULAR" IS DISCLAIMED APART FROM THE TRADE MARK.
CELLULAR PLUS	677761	WARES: (1) Telecommunications equipment, namely, cellular terminals, facsimile machines, modems and telephones.  SERVICES: (1) Telecommunication services; operation of a business dealing in sales of telecommunication apparatus equipment and interconnect equipment; telecommunication maintenance services; and telecommunication consulting services.	AGT LIMITED, FLOOR 32-E, 10020-100 STREET, EDMONTON, Alberta T5J 0N5	ADVERTISED: 31 MAR/MARS 1993 IN OPPOSITION THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CELLULAR" IS DISCLAIMED APART FROM THE TRADE MARK.
AGT CELLULAR PLUS CENTRE (GT(AGT))	710320	WARES: (1) Telecommunications equipment, namely cellular telephones and terminals.  SERVICES: (1) Telecommunication services, namely, communications by means of telephone, radio, satellite, data line, computer network, fibre optic network; interconnection services between buildings and computer and telecommunication networks, long distant telephone services, paging services, leasing of telecommunication equipment and services, data transmission	AGT LIMITED, FLOOR 32-E, 10020 - 100 STREET, EDMONTON, Alberta T5J 0N5	ADVERTISED: 26 JAN/JANV 1994 IN OPPOSITIONThe right to the exclusive use of the words CELLULAR and CENTRE is disclaimed apart from the trade mark.

services telephone conferencing services, video conferencing services, ISDN services, voice processing services, 411 information services, 411 repair services, directory services, cellular network services, cellular telephone services, mobile telecommunication services, interconnection services between mobile units and telecommunication networks; carrying on the business of sale of telecommunication apparatus equipment and inter-connect equipment; telecommunication maintenance services; telecommunication consulting services.

BOMBARDIER CREDIT TRUST	649846 TMA 411317	SERVICES: (1) Acquiring and administering accounts receivable and related security and financing the same by the issuance of commercial paper of similar debt instruments.	BOMBARDIER INC., SUITE 1700, 800 RENE-LEVESQUE BOULEVARD WEST, MONTREAL, Quebec H3B 1Y8	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CREDIT TRUST" IS DISCLAIMED APART FROM THE TRADE MARK.
CELLUDOLLAR	591758 TMA 348790	WARES: Certificates providing rebates for the use of cellular radio airtime.	BELL MOBILITY CELLULAR INC. 10 CARLSON COURT, SUITE 800, REXDALE, Ontario M9W 6L2	
NATIONWIDE PRIME PLUS (WIDE, NATION)	666074 TMA 395922	SERVICES: (1) Operation of a business dealing in the sale at wholesale of audio and video products, watches, microwave ovens, vacuum cleaners, air conditioners, television sets, telephones, photocopiers, leather coats and cookware.	NATIONWIDE MANUFACTURING LTD., 180 NORSEMAN STREET, TORONTO, Ontario M8Z 2R4	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "NATIONWIDE" IS DISCLAIMED APART FROM THE TRADE MARK.
PERFORMANCE PLUS ACCOUNT	544078 TMA 358117	SERVICES: Banking services.	HONGKONG BANK OF CANADA Suite 300 885 West Georgia Street Vancouver, British Columbia V6C 3E9	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "ACCOUNT" IS DISCLAIMED APART FROM THE TRADE MARK.
DOLLARS EN DIRECT	688097 TMA 402885	SERVICES: (1) Administration de loteries.	SOCIETE DES LOTERIES DU QUEBEC, 500, RUE SHERBROOKE OUEST, BUREAU 2000, Québec H3A 1G6	
MR. FRIENDLY CREDIT & DESIGN (MAN- FANCIFUL) (R. FRIENDLY CREDIT)	254083 TMA 118519	SERVICES: The offering of consumer credit and the conduct of the installment credit business resulting therefrom.	PEOPLES JEWELLERS CORPORATION, 1440 DON MILLS ROAD, DON MILLS, Ontario M3B 3M1	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CREDIT" IS DISCLAIMED APART FROM THE TRADE MARK.
MARGE DE CREDIT ROYALE	614202 TMA 364211	SERVICES: (1) Banking services.	ROYAL BANK OF CANADA BANQUE ROYALE DU CANADA 1 PLACE VILLE MARIE, MONTREAL, Quebec H3C 3A9	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "MARGE and CREDIT" IS DISCLAIMED APART FROM THE TRADE

RX PLUS; DESIGN	485277 TMA 282183	SERVICES: Employee group benefit health care program administration services.	DIRECTCARD IDENTIFICATION SYSTEMS LTD., P.O. BOX 940, STATION B, SUDBURY, Ontario P3E 4S4	MARK.  THE RIGHT TO THE EXCLUSIVE USE OF "the RX symbol" IS DISCLAIMED APART FROM THE TRADE MARK.
MARGE DE CREDIT ROYALE & DESIGN  (PEN)	619044 TMA 364973	SERVICES: (1) Banking services.	ROYAL BANK OF CANADA BANQUE ROYALE DU CANADA 1 PLACE VILLE MARIE, MONTREAL, Quebec H3C 3A9	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "MARGE and CREDIT" IS DISCLAIMED APART FROM THE TRADE MARK.
PIZZALICIOUS	624179 TMA 367986	SERVICES: (1) Restaurant services, namely eat-in and take-out restaurant services and delivery of foods and beverages.	PIZZA DELIGHT CORPORATION LTD. 331 Elmwood Drive Box 2070, Station A Monoton, New Brunswick	
EDELWEISS CREDIT UNION & DESIGN  (FLOWER) (CIRCLE-SOLID)	635620 TMA 371343	SERVICES: (1) Operation of a credit union.	EDELWEISS CREDIT UNION, 201-1867 WEST BROADWAY, VANCOUVER, British Columbia V6J 4W1	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CREDIT UNION" IS DISCLAIMED APART FROM THE TRADE MARK.
CAPITAL CITY SAVINGS & DESIGN  (CAPITAL CITY SAVINGS AND CREDIT UNION LIMITED) (CHARACTER-*)	594453 TMA 348745	SERVICES: Creation, development, provision and distribution of personal and non-personal services in connection with the business of banking, namely savings accounts, chequing accounts, personal loans, term deposits, mortgages, commercial loans, registered retirement savings plans, automated teller machines and cue cards to access those machines, student loans, the	CAPITAL CITY SAVINGS AND CREDIT UNION, LIMITED, 8723 - 82 AVENUE, EDMONTON, Alberta T6C 0Y9	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CAPITAL CITY SAVINGS AND CREDIT UNION LIMITED" IS DISCLAIMED APART FROM THE TRADE MARK.
		Seniors' Home Improvement Plan and Small Business Development Plan administered on behalf of the Alberta Government, utility bill payments, money orders, travellers' cheques, a credit card program, a debit card program, promotional disability insurance and group life insurance programs, informational seminars and written material presented to customers of the applicant dealing with matters of general legal and financial interest and acting as a liaison with a marketing agency that will provide customers of the applicant with promotional sports bags and sports watches.		
GRUPPO RIZZOLI-CORRIERE DELLA SERA; DESIGN  (R)	442774 TMA 271867	WARES: Record players, tape cassette recorders, voice and sound recorders, musical-boxes, engraved records, musical and non-musical tapes, musical tapes for phonographs, impressed films and talking films;	RIZZOLI EDITORE S.P.A., VIA A. RIZZOLI 2, 20132 MILANO, Italy	

printed matter, namely, adhesive tapes, brochures, advertising material namely brochures, depliants and all articles for advertising purposes namely pens, calendars, posters, clothing in general, namely, jackets, trousers, cardigans, vests, shirts and dresses, games, namely table games, children's games namely table games, puzzles, ball games, dolls, and plump babies.

## SERVICES:

Advertising, radio and television advertising performed for others, the distribution of advertising material, bill posting, radio and television broadcasting of programs, transportation of people and objects namely by land, sea and air, distribution of newspapers and printed matter in general via air mail, train and sea, organization of travel tours, production, distribution and rental of films, rental of film projectors, organization of competitions in the field of education and entertainment, editing of books, periodical publications and phonograph recordings, publishing of books, provision of escorts for passengers and travellers, agencies for the reservation of hotel accommodations, tourists camp sites, canteen services, photography, editorial services, reporting and photographic reporting.

POLYSALAIRE	336222 TMA 176715	SERVICES: Insurance services.	LONDON LIFE INSURANCE COMPANY 255 Dufferin Street London 12 Ontario	
CALLER DOLLARS	582214 TMA 348536	WARES: Gift certificates.	BELL CANADA, ROOM 1500, 1050 BEAVER HALL HILL, MONTREAL, Quebec H2Z 1S4	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "DOLLARS" IS DISCLAIMED APART FROM THE TRADE MARK.
RESERVE-CREDIT PERSONNELLE DE LA BANQUE DE MONTREAL  (ELLE, PERSONN)	603330 TMA 360045	SERVICES: Banking services.	BANK OF MONTREAL, Law Department First Canadian Place Box 1 Toronto, Ontario M5X 1A1	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "RESERVE-CREDIT PERSONNELLE" IS DISCLAIMED APART FROM THE TRADE MARK.
TELE DOLLARS	731329	SERVICES: (1) Administration de loteries.	SOCIETE DES LOTERIES DU QUEBEC, 500, RUE SHERBROOKE OUEST, BUREAU 2000, MONTREAL, Quebec H3A 3G6	ADVERTISED: 16 MAR/MARS 1994 THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "TELE" IS DISCLAIMED APART FROM THE TRADE MARK.
RESIDUAL PLUS	504426 TMA 295025	SERVICES: Insurance services related to disability insurance policies.	UNUM LIFE INSURANCE COMPANY 18 King Street East Toronto, Ontario M5C 1C4	
CREDIPAR & DESIGN  (C)	576275 TMA 344392	SERVICES: Financial services, namely the acquisition of shareholdings, the placement on the market of stocks	CREDIPAR FINANZIARIA DI PARTECIPAZIONI S.P.A., VIA BONCOMPAGNI 16,	

		and shares of other companies, the negotiation of shares, and consulting activities in financial matters.	00187 ROME, Italy	
AIRPORT CREDIT UNION CAISSE D'ECONOMIE AEROPORT & DESIGN  (AEROPLANE) (AIRPLANE) (CEU) (EU (SEN))	397579 TMA 235865	SERVICES: (1) Operation of a credit union. (2) Savings accounts and loans.	AIRPORT CREDIT UNION Air Canada Base Dorval, Quebec H4Y 1C1	THE RIGHT TO THE EXCLUSIVE USE OF "the words CREDIT UNION and CAISSE D'ECONOMIE" IS DISCLAIMED APART FROM THE TRADE MARK.
DOLLARS ECLAIR	543303 TMA 312965	SERVICES: Administration de loteries.	SOCIETE DES LOTERIES ET COURSES DU QUEBEC, 500 QUEST, RUE SHERBROOKE, SUITE 2000, MONTREAL, Quebec H3A 3G6	
CONTINENTAL CREDIT RESERVE	462385 TMA 267175	SERVICES: Banking services.	LLOYDS BANK CANADA Suite 2808 IBM Tower Toronto-Dominion Centre Toronto, Ontario M5K 1J5	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CREDIT RESERVE" IS DISCLAIMED APART FROM THE TRADE MARK.
ACCES-DOLLARS	729975 TMA 430773	SERVICES: (1) Banking services.	BANK OF MONTREAL, LAW DEPARTMENT, FIRST CANADIAN PLACE, P.O. BOX 1, TORONTO, Ontario M5X 1A1	
LA PREMIERE CARTE DE CREDIT CANADIENNE A VOTRE SERVICE LA OU VOUS FAITES AFFAIRES  (CREDIT CANADIENNE A VOTRE SERVICE LA OU VOUS FAITES AFFAIRES, LA PREMI) (CANADIENNE A VOTRE SERVICE LA OU VOUS FAITES AFFAIRES, LA PREMIERE CAR) E (SERVICE LA OU VOUS FAITES AFFAIRES, LA PREMIERE CARTE DE CREDIT CANADI) E (OU VOUS FAITES AFFAIRES, LA PREMIERE CARTE DE CREDIT	639862 TMA 378460	SERVICES: (1) Financial services related to the issuance and use of bank-type cards.	AFFILIATE FINANCIAL & CREDIT CARD SYSTEMS INC., 5401 EGLINTON AVENUE WEST, SUITE 205, ETOBICOKE, Ontario M9C 5K6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CARTE DE CREDIT CANADIENNE" IS DISCLAIMED APART FROM THE TRADE MARK.

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 (FAITES AFFAIRES. LA PREMIERE  
 CARTE DE CREDIT CANADIENNE A  
 VOTRE SERVIC) C  
 (VOUS FAITES AFFAIRES. LA  
 PREMIERE CARTE DE CREDIT  
 CANADIENNE A VOTRE S) M

## FRANCHISE PLUS

476297 SERVICES:  
 TMA 280081 Supplying convenience stores with groceries, meats,  
 produce, sundries and related goods including beer,  
 wine and cider.

LE GROUPE FRANCHISE PLUS  
 INC./THE FRANCHISE PLUS  
 GROUP INC.  
 5707 Sherbrooke Street East  
 Montreal, Quebec H1N 1A8

## LONDON SHOWTIME PLUS

(TIME. SHOW)

488169 SERVICES:  
 TMA 282833 Travel and tour services, namely, arranging hotel  
 accommodation, restaurant and meal reservations,  
 entertainment reservations and car rental.

BRITISH AIRWAYS PLC  
 Speedbird House  
 Hatton Cross  
 Heathrow Airport (London,  
 Hounslow  
 England TW6 2JA, United  
 Kingdom

THE RIGHT TO THE  
 EXCLUSIVE USE OF THE  
 WORD "LONDON" IS  
 DISCLAIMED APART FROM  
 THE TRADE MARK.

## ISLAND SAVINGS CREDIT UNION

596059 SERVICES:  
 TMA 356737 Banking, financial and investment services; real  
 estate services; insurance services.

ISLAND SAVINGS CREDIT UNION,  
 SUITE 216, 435 TRUNK ROAD,  
 DUNCAN, British Columbia  
 V9L 2P5

THE RIGHT TO THE  
 EXCLUSIVE USE OF THE  
 WORDS "SAVING and  
 CREDIT UNION" IS  
 DISCLAIMED APART FROM  
 THE TRADE MARK.

## ISLAND CREDIT UNION

596058 SERVICES:  
 TMA 358994 Banking, financial and investment services; real  
 estate services; insurance services.

ISLAND SAVINGS CREDIT UNION,  
 SUITE 216, 435 TRUNK ROAD,  
 DUNCAN, British Columbia  
 V9L 2P5

THE RIGHT TO THE  
 EXCLUSIVE USE OF THE  
 WORDS "CREDIT UNION"  
 IS DISCLAIMED APART  
 FROM THE TRADE MARK.

## TOTAL LINE OF CREDIT

565740 SERVICES:  
 TMA 339861 (1) Operation of a trust company. (2) Receiving  
 moneys on deposit, operating chequing and savings  
 accounts, paying interest on deposits, issuing  
 drafts, money orders, traveller's cheques and  
 guaranteed investment certificates. (3) Investment  
 counselling. (4) Investment and management of money  
 and wealth. (5) Lending money. (6) Acting as fiduciaries and agents for others. (7) Acting as custodians of property,  
 money and bullion. (8) Maintaining safety deposit boxes and vaults for lease. (9) Receiving money, valuables and  
 securities for safekeeping. (10) Acting as agents in collecting and disbursing money. (11) Maintaining and managing  
 pension, retirement and employee benefit funds and advising thereon. (12) Tax counselling. (13) Services to

NATIONAL TRUST  
 COMPANY/COMPAGNIE  
 TRUST NATIONAL,  
 21 KING STREET EAST, 10TH  
 FLOOR,  
 TORONTO, Ontario M5C 1B3

THE RIGHT TO THE  
 EXCLUSIVE USE OF THE  
 WORDS "LINE OF and  
 CREDIT" IS DISCLAIMED  
 APART FROM THE TRADE  
 MARK.

corporations, namely accepting deposits, lending money, investment advising and managing, acting as trustee and registrar and transfer agents of securities, acting as receivers, managers, scrutineers, disbursing agents and escrow agents. (14) Selling, buying, mortgaging, managing and appraisal of real estate for others. (15) Direct deposit services. (16) Providing access to automatic teller machines.

CREDITPRO	659354 TMA 392066	WARES: (1) Computer programs for vehicle financing and leasing and manuals furnished as a unit therewith.	MERCEDES-BENZ CREDIT CORPORATION, 201 HERRITT 7, SUITE 1700, POST OFFICE BOX 5425, NORWALK, CONNECTICUT 06856-5425, United States of America	
CELLULAR DIRECT	745678	WARES: (1) Telephones.  SERVICES: (1) Operation of a business dealing in the retail sale, rental and service of cellular telephones and accessories, cordless telephones and pagers, cellular air time.	R.K. CELLULAR DIRECT INC., NUMBER 401 - 1385 WEST 8TH AVENUE, VANCOUVER, British Columbia V6H 3V9	ADVERTISED: 17 AUG/AOUT 1994 THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CELLULAR" IS DISCLAIMED APART FROM THE TRADE MARK.
PLUS 1- FINANCING	427793 TMA 241959	SERVICES: Word processor programming.	AES DATA INC. 100 Alexis Nihon Blvd. Suite 600 St. Laurent, Quebec H4M 2P2	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "FINANCING" IS DISCLAIMED APART FROM THE TRADE MARK.
DOLLAR DAZZLERS	477795 TMA 274178	SERVICES: Operation of retail department store.	ZELLERS INC. 5100 de Maisonneuve West Montreal, Quebec H4A 1Y6	
WESTCOAST SAVINGS CREDIT UNION & DESIGN  (DOT) (W)	395187 TMA 222907	SERVICES: All financial services permitted of a credit union of the province of British Columbia.	WEST COAST SAVING CREDIT UNION No. 308 723 Fort Street Victoria, British Columbia	THE RIGHT TO THE EXCLUSIVE USE OF "the words SAVING CREDIT UNION" IS DISCLAIMED APART FROM THE TRADE MARK.
DOLLAR SPREE	566613 TMA 330499	WARES: Bowls, cutting and chopping boards, rolling pins, meat tenderizers, spoons, plates, skillets, pots, kettles, percolators, cups, saucers, vacuum bottles, food jars, water jugs, tumblers, graters, trays, carving sets, knives, covers and parers, presses, wrenches, scoops, bellers, namely, kitchen utensils for shaping foodstuffs, openers, namely, kitchen utensils for opening containers, cutters, tongs, peelers, lamps, ironing boards, memo holders, spice racks, curlers, corkscrews, potato bakers, spades,	LIBERTY HOME PRODUCTS CORP., 1450 ST. AMOUR STREET, MONTREAL, Quebec H4S 1J3	

brushes, strainers, nut crackers, candles, jiggers, scissors, fry pans, dutch ovens, casseroles, roast pans, steak boards, bakeware, namely pie plates, cake pans, loaf pans, pizza pans, cookie sheets, muffin pans, colling racks, open bakers, being open baking dishes, au gratin dishes, flan dishes, soufflé dishes, quiche dishes, fondue sets, forks, slow cookers, slicers, mashers, ladles, turners, moulds, beaters, whippers, blenders, sifters, coasters, collanders, calculators, tacks, hangers, racks, clothespins, clotheslines, clothespin bags, separators, namely kitchen utensils used to separate foods, kitchen linens, dinnerware, namely, plates, mugs, cups, bowls, fruit nappies being stoneware bowls, saucers, casseroles, soup tureens, pots, shakers, butter dishes, gravy boats, pitchers and platters; watches, clocks, barometers; hardware items, namely, screwdrivers, hammers, pliers, tape, measuring tapes, wrenches, sink and drain cleaners, squares, levels, scrapers, putty knives, tool wire, utility knives, nut drivers, locks, planes, saws, window cleaners, oil cans, feather dusters, windshield washers, tire pressure gauges, swivels, hooks, nails, sandpaper, screws, cutters, chain door guards, drill bits, crimping tools, socket wrench sets, oil spouts, curtain pins, chain locks, magnets, mallets; stools, chairs, loungers, tables, umbrellas, terrace shells, hammocks, trivets, skewers, hibachis, and grills, woks, wok rings, chopsticks, skimmers, wok scrubbers, cleavers, recipe books, scales, ice buckets, ice cube crushers, ice picks, wine racks, liquor pourers, toothpicks, party picks, bottle stoppers, brushes, namely, for cooking and pastry, shower caddies, shower caps, soap dishes, wood burning stoves, heaters and fireplaces; fireplace accessories, namely, screens, fire, starters, log rollers, log baskets, log holders, coal scuttles, grates, bellows, grills, log tongs, dampers, fireplace tools, namely, picks, brushes, shovels, irons, rails; garden tools namely, shovels, spades, rakes, trowels, forks, diggers, cultivators, transplanters, pruners, weeders, shears, work gloves, axes, mirrors, thermometers, brooms, coffee makers, furniture namely, kitchen furniture, livingroom furniture, bedroom furniture, diningroom furniture, and barroom furniture; drinking glasses, hydraulic jacks, air pumps, vices, power pullers, fans, irons, drill presse stands, tap and die sets, tow ropes, staples, hand truck and dollies, exercisers, namely, bikes, exercise bikes, mountain bikes, skipping ropes, pens, markers, salad spinners, lamps, mouse and rat traps, cassette tapes, batteries, grinders, telephones, kitchen organizers, toys, namely, mechanical and stuffed toys, griddles, floor mops, flower pots, ashtrays, flash lights, tooth brushes, soup holders, mirrors, bibs, baskets, bags, shoe shiners, place mats, pot holders, racks, baby walkers, dust pans, storage containers, sponges, face cloths, dishcloths, tea towels, trays and periodically published circulars sold to retailers.

## SERVICES:

Services rendered to retailers, namely the selection of hardware, householdware and giftware for retailers, setting up and maintaining displays of householdware and giftware in retailers' stores and conducting advertising and promotional campaigns for retailers or assisting retailers in conducting advertising and promotional campaigns.

## CREDIT-LINE &amp; DESIGN

(CREDIT MONITORING SERVICE)  
(OVAL SHAPED FIGURE)  
(DIAMOND)

711094 SERVICES:

(1) Service of providing credit reports.

SAFECARD SERVICES, INC.,  
SAFECARD PLAZA,  
6400 NORTH WEST 6TH WAY,  
FORT LAUDERDALE, FLORIDA  
3309, United States of  
America

ADVERTISED: 28  
JUL/JUIL 1993 The  
right to the  
exclusive use of the  
words CREDIT, LINE  
and CREDIT MONITORING  
SERVICE is disclaimed  
apart from the trade  
mark.

## CREDIT-BUDGET

553536 SERVICES:

TMA 331885 Opération d'une institution financière, nommément:  
CERTIFICAT service de marge de crédit personnelle.  
~ION MARK

LA CONFEDERATION DES CAISSES  
POPULAIRES  
ET D'ECONOMIE DES JARDINS DU  
QUEBEC.



ROYAL CREDIT LINE & DESIGN (PEN)	619079 TMA 361099	SERVICES: Banking services.	100, AVENUE DES COMMANDEURS, LEVIS, Quebec G6V 7N5	ROYAL BANK OF CANADA BANQUE ROYALE DU CANADA 1 PLACE VILLE MARIE, MONTREAL, Quebec H3C 3A9	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CREDIT and LINE" IS DISCLAIMED APART FROM THE TRADE MARK.
ROYAL CREDIT LINE	614201 TMA 364029	SERVICES: (1) Banking services.	ROYAL BANK OF CANADA BANQUE ROYALE DU CANADA 1 PLACE VILLE MARIE, MONTREAL, Quebec H3C 3A9	ROYAL BANK OF CANADA BANQUE ROYALE DU CANADA 1 PLACE VILLE MARIE, MONTREAL, Quebec H3C 3A9	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CREDIT and LINE" IS DISCLAIMED APART FROM THE TRADE MARK.
UKRAINIAN FUTURE CREDIT UNION	701382	SERVICES: (1) Financial and banking services.	BUDUCHNIST CREDIT UNION LIMITED, 2280 BLOOR STREET WEST, TORONTO, Ontario M6S 1N9	BUDUCHNIST CREDIT UNION LIMITED, 2280 BLOOR STREET WEST, TORONTO, Ontario M6S 1N9	
PALLENDERS	500163 TMA 290950	SERVICES: Operation of direct marketing firm engaged in the sale of a wide variety of general consumer merchandise.	GUARDLINE SAFETY LIMITED, 1603 ISLINGTON AVENUE, ISLINGTON, Ontario M9A 3M7	GUARDLINE SAFETY LIMITED, 1603 ISLINGTON AVENUE, ISLINGTON, Ontario M9A 3M7	
CHOISI POUR PLAIRE	366294 TMA 199240	WARES: Printed catalogues and advertisements.	THE HORIZON COMPANY OF CANADA LIMITED 375 Britannia Road East Unit 1 Mississauga, Ontario L4Z 3E2	THE HORIZON COMPANY OF CANADA LIMITED 375 Britannia Road East Unit 1 Mississauga, Ontario L4Z 3E2	
AGT CELLULAR PLUS & DESIGN (AGT CELLULAR PLUS CENTRE) (GT{AGT}) (CIRCLE) (LINES)	696266	WARES: (1) Telecommunications equipment, namely, cellular telephones and terminals.  SERVICES: (1) Telecommunication services; carrying on the business of sale of telecommunication apparatus equipment and inter-connect equipment; telecommunication maintenance services; and telecommunication consulting services.	AGT LIMITED, FLOOR 32-E, 10020 - 100 STREET, EDMONTON, Alberta T5J 0N5	AGT LIMITED, FLOOR 32-E, 10020 - 100 STREET, EDMONTON, Alberta T5J 0N5	ADVERTISED: 17 MAR/MARS 1993 IN OPPOSITIONThe right to the exclusive use of the words CELLULAR and the word CENTRE is disclaimed apart from the trade mark.
AGT CELLULAR PLUS CENTRE	710321	WARES: (1) Telecommunications equipment.	AGT LIMITED, FLOOR 32-E,	AGT LIMITED, FLOOR 32-E,	

(GT(AST))

10020 - 100 STREET,  
EDMONTON, Alberta T5J 0M5

## SERVICES:

(1) Telecommunication services; carrying on the business of sale of telecommunication apparatus equipment and inter-connect equipment; telecommunication maintenance services; and telecommunication consulting services.

CREDIT-BAIL SCOTIA

726407 SERVICES:  
TMA 431538 (1) Lease financing services.THE BANK OF NOVA SCOTIA,  
44 KING STREET WEST,  
TORONTO, Ontario M5H 1H1THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORDS "CREDIT-BAIL"  
IS DISCLAIMED APART  
FROM THE TRADE MARK.

KAWARTHA CREDIT UNION &amp; DESIGN

(TREES)

434703 SERVICES:  
TMA 249965 Carrying on business as a credit union.KAWARTHA CREDIT UNION LIMITED  
1054 Monaghan Road  
P.O. Box 116  
Peterborough, Ontario K9J 6Y5THE RIGHT TO THE  
EXCLUSIVE USE OF ALL  
READING MATTER IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

TELLER PLUS

526104 SERVICES:  
TMA 312515 Banking services.VISA INTERNATIONAL SERVICE  
ASSOCIATION  
3125 Clearview Way,  
City of San Mateo,  
State of California, United  
States of America

PLUS 7

(NUMERAL-7)

427789 SERVICES:  
TMA 250245 Word processor programming and word processor  
programmes.AES DATA INC.  
100, boul. Alexis-Nihon  
Bureau 600  
Montreal, Quebec H4M 2P2

PARTNERS IN CREDIT &amp; DESIGN

(HANDS)

675249 SERVICES:  
TMA 399616 (1) Services provided by a debt collection agency, namely, the review and analysis of accounts receivables policies and procedures, review of collection procedures, providing plans for implementation of adjustments to the foregoing policies and procedures, implementation of foregoing adjustments and monitoring implementation and operation of accounts receivables policies and procedures.

FIORE GROUP LTD.,  
9030 LESLIE STREET,  
SUITE 217,  
RICHMOND HILL, Ontario  
L4B 1G2THE RIGHT TO THE  
EXCLUSIVE USE OF THE  
WORD "CREDIT" IS  
DISCLAIMED APART FROM  
THE TRADE MARK.

AUTHORIZED CELLULAR DEALER

752592 WARES:  
(1) Personal communication telephones and related  
peripherals, personal communication telephone  
systems.EDMONTON TELEPHONES  
CORPORATION,  
P.O. BOX 20500,  
EDMONTON, Alberta T5J 2R4

## SERVICES:

(1) Telecommunication services, including, cellular, paging, two-way radio and mobile data communication services;

carrying on the business of sale of telecommunication products and accessories, including, cellular, telephone products and peripherals and accessories, paging products and peripherals and accessories, two-way radio and mobile data communication products and peripherals and accessories; and consulting services, namely, consulting in the area of wireless communication products.

(2) Carrying on the business of sale of personal communication products, including personal communication telephones and systems and related peripherals and personal communication services.

DOLLARSAVER	482751 SERVICES: TMA 283058 Tour and travel services.	BRITISH AIRWAYS PLC Speedbird House Naton Cross Heathrow Airport (London, Hounslow England TW6 2JA, United Kingdom	
CREDIPLUS	622010 SERVICES: TMA 405983 (1) Offering revolving credit accounts, in exclusion of banking services, including automated teller machine services, cash, cheque or scrip dispensing services by machine, point-of-sale services and bank card services.	G. U. S. CANADA INC., 5375 COTE-DE-LIESSE ROAD, MONTREAL, Quebec H4P 1A2	
VILLAGE CREDIT UNION & DESIGN (BUILDING-HOUSES)	661628 SERVICES: TMA 389245 (1) Operation of a Credit Union.	VILLAGE CREDIT UNION, 1013 BRUNETTE AVENUE, MAILLARDVILLE, British Columbia V3K 1E4	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CREDIT UNION" IS DISCLAIMED APART FROM THE TRADE MARK.
CANADIAN ITALIAN TRUST... & DESSIN (CREDITO ITALO CANADESE) (FIDUCIE CANADIENNE ITALIENNE) (CI)	514599 SERVICES: TMA 296671 (1) Services de courtage immobilier. (2) Services bancaires.	FIDUCIE CANADIENNE-ITALIENNE, 6995, BOULEVARD ST-LAURENT, MONTREAL, Quebec H2S 3E1	THE RIGHT TO THE EXCLUSIVE USE OF ALL THE READING MATTER EXCEPT "des mots CREDITO ITALO CANADESE" IS DISCLAIMED APART FROM THE TRADE MARK.
RAPIDOLLARS	651199 SERVICES: TMA 396203 (1) Electronic funds transfer services and financial services, namely: foreign currency exchange.	RIA SERVICES CORP., 488 MADISON AVENUE, NEW YORK, NEW YORK 10022, United States of America	
CREDIT WIRE	642611 SERVICES: TMA 374937 (1) Providing bond rating information through an on-line electronic system.	McGRAW-HILL, INC., 1221 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10020, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CREDIT" IS DISCLAIMED APART FROM THE TRADE MARK.

PIERRES PRECIEUSES	703065	SERVICES: (1) Administration de loteries.	SOCIETE DES LOTERIES DU QUEBEC, 500, RUE SHERBROOKE OUEST, BUREAU 2000, Quebec H3A 1G6	ADVERTISED: 04 NOV/NOV 1992
POLARIS	715231 TMA 428217	SERVICES: (1) Operation of a business dealing with the purchase, leasing, and sale of aircraft; financial services, namely: leasing, financing and sale of securities relating to the purchase, leasing and sale of aircraft and arranging and managing of interests in aircraft related investment programs; sale of securities.	POLARIS AIRCRAFT LEASING CORPORATION, FOUR EMBARCADERO CENTER, SAN FRANCISCO, CALIFORNIA 94111-4146, United States of America	
BENEFICES PLUS	547532 TMA 341190	SERVICES: Services offerts par une société de fiducie, notamment: planification et gestion financière ainsi que l'opération d'un compte d'épargne.	TRUST GENERAL DU CANADA, 1100, RUE UNIVERSITE, MONTREAL, Quebec H3B 2G7	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "BENEFICES" IS DISCLAIMED APART FROM THE TRADE MARK.
BANK OF MONTREAL PERSONAL CREDIT RESERVE	603329 TMA 354446	SERVICES: Banking services.	BANK OF MONTREAL, Law Department First Canadian Place Box 1 Toronto, Ontario M5X 1A1	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "PERSONAL CREDIT RESERVE" IS DISCLAIMED APART FROM THE TRADE MARK.
THE CREDIT CONTROLLER	485146 TMA 290822	WARES: Telephonic apparatus, automatic telephone dialers, telephone answering devices, telephone interlock devices, telephone toll restrictors, hard wire and cordless telephone systems, telephonic computer access and interconnect systems, acoustically coupled modems, hardwire modems, direct-connect modems, intercom systems, remote paging systems, radio telephone devices, manual and automatic telephone network addressing systems, telephone interference systems, telephone interference detection systems, telephone instruments, telephone signal systems, telephone alarm dialers, telephonic intruder and fire alarm systems, telephone switching apparatus, intercom switching apparatus.	DICTOGRAPH INTERCOM CORPORATION LIMITED, 87 GLEN CAMERON ROAD, THORNHILL, Ontario L3T 1N8	
FONDATION CHAMPLAIN AU SERVICE DES PERSONNES ETC. DESSIN  (SERVICE DES PERSONNES AGEES OU HANDICAPEES, AU) (HONEYCOMB) (HEXAGONS)	593115 TMA 352736	SERVICES: Service d'études de besoins des personnes âgées et handicapées; service d'exploitation pour la collecte et la distribution de fonds; service d'organisation d'activités récréatives pour personnes âgées et handicapées; service de promotion d'établissement pour personnes âgées et handicapées.	GROUPE CHAMPLAIN INC., 7150, RUE MARIE-VICTORIN, MONTREAL, Quebec H1G 2J5	THE RIGHT TO THE EXCLUSIVE USE OF ALL THE READING MATTER EXCEPT "du mot CHAMPLAIN" IS DISCLAIMED APART FROM THE TRADE MARK.

(FLOWER-CONVENTIONAL)

===== INACTIVE =====

ZELLERS PORTRAITS & DESIGN	693612	WARES:	ZELLERS INC.,	ABANDONMENT DATE: 09
(FILM)	ABANDONED	(1) Photographs and photograph frames.	5100 DE MAISONNEUVE QUEST,	DEC/DEC 1993
		SERVICES:	MONTREAL, Quebec H4A 1Y6	ADVERTISED: 10
		(1) Photographic services, namely, the operation of a		MAR/MARS 1993
		photographic portrait studio.		THE RIGHT TO THE
				EXCLUSIVE USE OF THE
				WORD "PORTRAITS" IS
				DISCLAIMED APART FROM
				THE TRADE MARK.

940908 UPDATED TO 760446      FIL. DATE 940804      94/09/10. 15.20.08. END: 23