

SDA Publishing Inc.



REQUERANT - APPLICANT  
MARQUE DE COMMERCE - TRADE-MARK  
EVERYDAY LIVING

GILBERT'S LLP  
THE FLATIRON BUILDING  
49 WELLINGTON STREET EAST  
TORONTO  
ONTARIO M5E 1C9

DATE DE PRODUCTION - FILING DATE 04 août/Aug 2011	No DOSSIER - FILE NO. <b>1538426</b>
--	---

RUBRIQUES DE L'INDEX - INDEX HEADINGS

**EVERYDAY LIVING**  
\*

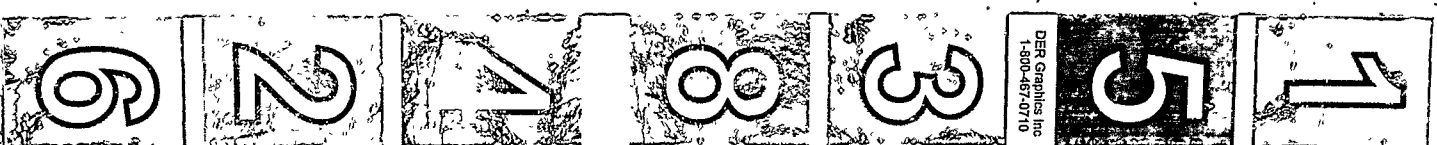
USAGER INSCRIT - REGISTERED USER		DATE DE L'ANNONCE - ADVERTISEMENT DATE		DATE DE L'ADMISSION - ALLOWANCE DATE		
REMI A REFERRED TO	REMARQUES REMARKS	INITIALES INITIALS	DATE	CLASSER P.A. DATE	INITIALES INITIALS	REPORTER B.F. DATE

OPIC-CIPO 195 (9-02)

OPIC  
OFFICE DE LA PROPRIÉTÉ  
INTELLECTUELLE DU CANADA



CIPO  
CANADIAN INTELLECTUAL  
PROPERTY OFFICE



2013/09/23

266 - 13

E001763188



CIPO OPIC



Office de la propriété intellectuelle du Canada

Canadian Intellectual Property Office

Un organisme d'Industrie Canada

An Agency of Industry Canada

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

50 Victoria Street Place du Portage I Gatineau, Quebec K1A 0C9

200 Registré

SDA Publishing Inc. 3044 Bloor St. West Suite 1456 Etobicoke ONTARIO M8X 2Y8

Table with 2 columns: Label, Value. Date: 06 sept/Sep 2013. Votre référence - Your reference. Numéro de dossier - File number: 1538426

Propriétaire - Owner SDA Publishing Inc.

Marque de commerce - Trade-mark EVERYDAY LIVING

AVIS D'ADMISSION

NOTICE OF ALLOWANCE

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

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

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

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

Des frais d'enregistrement de 200,00\$ doivent être versés le ou avant le 06 mars 2014. Veuillez prendre note que le chèque doit être fait au nom du Receveur Général du Canada. Les frais d'enregistrement peuvent être payés en ligne via les services électroniques d'enregistrement des marques de commerce.

A registration fee of \$200.00 must be filed on or before March 06, 2014. Please note that the cheque is payable to the Receiver General of Canada. The fee may be paid on-line via the e-service Registration of Trade-marks.

Registraire des marques de commerce Registrar of Trade-marks

Contact: Section des déclarations et enregistrements/ Declaration/Registration Section 819-934-9278

200



79 Wellington St. W., 30th Floor  
Box 270, TD South Tower  
Toronto, Ontario M5K 1N2 Canada  
P. 416.865.0040 | F. 416.865.7380  
www.torys.com

August 26, 2013

VIA PARCEL

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage, Phase I  
50 Victoria Street  
Gatineau, Canada, K1A 0C9



**Attention: Opposition Board**

POSTED

Dear Sirs/Mesdames:

**Re: Canadian Trade-mark Application No. 1,538,426**  
**Title: EVERYDAY LIVING**  
**Applicant: SDA Publishing Inc.**  
**Opponent: Loblaws Inc.**  
**Torlys Ref: 11863-2066**

We are the agents for the Opponent, Loblaws Inc. On behalf of the Opponent, we hereby withdraw the above-referenced opposition without prejudice. We look forward to receiving confirmation in due course that the opposition has been withdrawn.

Please direct any questions relating to this opposition proceeding to Michelle Nelles at 416-865-7979.

Yours very truly,

**TORYS LLP**

Michelle Nelles  
Tel (416) 865-7979  
mnelles@torys.com  
MN/ck

cc. SDA Publishing Inc.  
3044 Bloor St. West, Suite 1456  
Etobicoke, M8X 2Y8  
ONTARIO



**Office de la propriété  
intellectuelle  
du Canada**

Un organisme  
d'Industrie Canada

50, rue Victoria, bureau C-114  
Place du Portage I  
Gatineau (Québec) K1A 0C9

**Canadian  
Intellectual Property  
Office**

An Agency of  
Industry Canada

50 Victoria Street, Room C-114  
Place du Portage I  
Gatineau, Quebec K1A 0C9

TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

27 août/Aug 2013  
Votre référence Your File  
11863-2066  
Notre référence Our File  
1538426

RE: Trade-mark: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc.

Receipt is acknowledged of your letter dated August 26, 2013 in which you inform us that the opponent withdraws its opposition to the above-identified trade-mark application.

In view of the above, the hearing scheduled for September 10, 2013 is hereby cancelled. This opposition is hereby closed and the above-identified application will proceed to allowance in due course.

Yours truly,

Donna Wigney,  
Opposition / Section 45,  
for REGISTRAR OF TRADE-MARKS.  
819-997-2645

CC: SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

RE: (SDA Publishing Inc.)

**Canada**

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC



CIPO

August 26, 2013

**VIA PARCEL**

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage, Phase I  
50 Victoria Street  
Gatineau, Canada, K1A 0C9

**Attention: Opposition Board**

Dear Sirs/Mesdames:

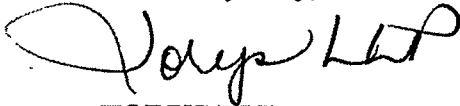
**Re: Canadian Trade-mark Application No. 1,538,426**  
**Title: EVERYDAY LIVING**  
**Applicant: SDA Publishing Inc.**  
**Opponent: Loblaws Inc.**  
**Torys Ref: 11863-2066**

---

We are the agents for the Opponent, Loblaws Inc. On behalf of the Opponent, we hereby withdraw the above-referenced opposition without prejudice. We look forward to receiving confirmation in due course that the opposition has been withdrawn.

Please direct any questions relating to this opposition proceeding to Michelle Nelles at 416-865-7979.

Yours very truly,



**TORYS LLP**

Michelle Nelles  
Tel (416) 865-7979  
mnelles@torys.com  
MN/ck

cc. SDA Publishing Inc.  
3044 Bloor St. West, Suite 1456  
Etobicoke, M8X 2Y8  
ONTARIO



**Office de la propriété  
intellectuelle  
du Canada**

Un organisme  
d'Industrie Canada

50, rue Victoria, bureau C-114  
Place du Portage I  
Gatineau (Québec) K1A 0C9

**Canadian  
Intellectual Property  
Office**

An Agency of  
Industry Canada

50 Victoria Street, Room C-114  
Place du Portage I  
Gatineau, Quebec K1A 0C9

SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

29 juil/Jul 2013  
Votre référence Your File

Notre référence Our File  
1538426

RE: Trade-mark: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc.

Receipt is acknowledged of your letter dated July 22, 2013 informing us that you wish to make representations by video conference.

Please contact our telecommunication team at [cipotelecom@ic.gc.ca](mailto:cipotelecom@ic.gc.ca) at least one week prior to the hearing date in order to complete a test of the functionality.

Please note that pursuant to our prevailing Rules of Practice in Opposition proceedings, a copy of all correspondence filed with the Registrar must also be sent to the opposite party.

Yours truly,

Donna Wigney,  
Opposition / Section 45,  
for REGISTRAR OF TRADE-MARKS.  
819-997-2645

CC: TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

RE: 11863-2066, (Loblaws Inc.)

**Canada**

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC



CIPO



SDA Publishing Inc.  
3044 Bloor St. West Suite 1456  
Etobicoke, Ontario M8X 2Y8  
T: 416-239-0781 F: 416-239-8378  
E: info@everydayliving.com


A

Fax

819-953-2476

July 22, 2013

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage I  
50 Victoria Street  
Gatineau, Canada K1A 0C9  
Attention: Opposition Board

Industry Canada	Industrie Canada	AM/J	YMD
		2013/07/22	
		203 - 13	
		E001754732	
CIPO	OPIC		

Dear Madame:

Re: Canadian Trademark Application No. 1538426  
Title: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc. Ref: 11863-2066  
Oral Hearing: Without Prejudice

*M*  
o/h -> Sept 10/13.

The Applicant has requested a **video-conference.**

**POSTED**

Please can we make arrangements with the telecommunications team as per the CIPO.

Yours truly,

Sandra J. Freer  
Publishing Editor Everyday Living™  
info@everydayliving.com™



Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

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

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

50 Victoria Street  
Place du Portage I  
Gatineau, Quebec K1A 0C9

TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

Marque de commerce - Trade-mark

EVERYDAY LIVING

Requérant - Applicant:

SDA Publishing Inc.

Opposant - Opponent:

Loblaws Inc.

Date	10 juin/Jun 2013
Votre référence - Your File	11863-2066
Notre référence - Our File	1538426

L'audience concernant le dossier susmentionné aura lieu le Mardi, 10 septembre 2013 à 14h00 dans la salle d'audiences, 165 Hôtel de Ville, 2ème étage C232 pièce 40, Place du Portage, Gatineau, Québec, K1A 0C9. Deux heures et demie ont été réservées pour l'audience.

L'opposante a indiqué qu'elle voulait faire ses représentations en personne en anglais. La requérante n'a pas indiqué qu'elle voulait être entendue. Par conséquent, si l'opposante retire sa demande d'être entendue lors d'une audience, l'audience sera annulée.

Aucune des parties n'a demandé de traduction simultanée. Des services d'interprétation (traduction simultanée) en français et en anglais, selon le cas, peuvent être fournis, sur demande de l'une ou de l'autre des parties, à condition que le registraire soit avisé d'une telle demande au moins trois semaines avant la date prévue de l'audience.

The hearing for the above-mentioned matter will be held on Tuesday, September 10, 2013 at 2:00 PM in the Hearing Room, 165 Hotel de Ville, 2nd level C232 room 40, Place du Portage, Gatineau, Quebec, K1A 0C9. Two and a half hours have been set aside for the hearing.

The opponent has indicated that it wishes to make representations in person in english. The applicant has not indicated that it wishes to be heard. Accordingly, should the opponent withdraw its request to be heard, the hearing will be cancelled.

Neither party has requested simultaneous translation. If required, simultaneous translation in French and English can be provided upon request by either party, and provided that the Registrar has at least three weeks notice in advance of the scheduled hearing date.

Canada

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC  CIPO





Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

page: 2

Toute partie désirant faire des représentations par téléphone doit fournir le nom de la personne qui fera les représentations ainsi que le numéro de téléphone à composer pour la joindre.

A party wishing to make representations by telephone must provide both the name and telephone number where the person making the representations can be reached.

Toute partie désirant participer à une audience par voie de vidéoconférence doit contacter notre équipe de télécommunications à l'adresse [CIPOTelecomm@ic.gc.ca](mailto:CIPOTelecomm@ic.gc.ca) au moins une semaine avant l'audience dans le but d'effectuer un test des fonctionnalités.

A party wishing to participate at a hearing via videoconference must contact our telecommunication team at [CIPOTelecomm@ic.gc.ca](mailto:CIPOTelecomm@ic.gc.ca) at least one week prior to the hearing date in order to complete a test run of the functionality.

Pour plus d'information sur la pratique du registraire en ce qui a trait à la mise au rôle des audiences, veuillez consulter l'*Énoncé de pratique concernant la procédure d'opposition en matière de marque de commerce* qui est affiché sur le site Web de l'OPIC, à l'adresse suivante : [www.opic.ic.gc.ca](http://www.opic.ic.gc.ca), ou téléphoner à la Commission des oppositions des marques de commerce, au 819-997-7300.

For further information concerning the Registrar's practice with respect to the scheduling of hearings, please consult the practice notice entitled *Practice in Trade-mark Opposition Proceedings* available on the CIPO website: [www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca) or call the Trade-marks Opposition Board at 819-997-7300.

Pour renseignements / for information  
[opic.ic.gc.ca](http://opic.ic.gc.ca) / [cipo.ic.gc.ca](http://cipo.ic.gc.ca)  
819-997-7300

Commission des oppositions / Opposition Board  
pour le / for

Registraire des marques de commerce  
Registrar of Trade-marks

cc: SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

Ref:

Canada

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC  CIPO



Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

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

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

50 Victoria Street  
Place du Portage I  
Gatineau, Quebec K1A 0C9

TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

Marque de commerce - Trade-mark

EVERYDAY LIVING

Requérant - Applicant:

SDA Publishing Inc.

Opposant - Opponent:

Loblaws Inc.

Date	10 juin/Jun 2013
Votre référence - Your File	11863-2066
Notre référence - Our File	1538426

Nous accusons réception de votre lettre du 3 juin 2013, dans laquelle vous demandez une audition auprès du Registraire, conformément à la Règle 46(4) du *Règlement sur les marques de commerce*.

Vous serez dûment avisé de la date et du lieu de l'audition.

This is to acknowledge receipt of your letter dated June 3, 2013, informing the Registrar that you desire to be heard in the above matter, pursuant to Rule 46(4) of the *Trade-marks Regulations*.

You will be notified in due course of the date, time, and place of the hearing.

Pour renseignements / For information  
[opic.ic.gc.ca](http://opic.ic.gc.ca) / [cipo.gc.ca](http://cipo.gc.ca)  
819-997-7300

Commission des oppositions / Opposition Board  
pour le / for  
Registraire des marques de commerce  
Registrar of Trade-marks

cc: SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

Ref:

Canada

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC  CIPO



0/1

79 Wellington St. W., 30th Floor  
Box 270, TD South Tower  
Toronto, Ontario M5K 1N2 Canada  
P. 416.865.0040 | F. 416.865.7380  
www.torys.com

June 3, 2013

VIA PARCEL

The Registrar of Trade-Marks  
Canadian Intellectual Property Office  
1 Place du Portage  
Gatineau, Canada  
K1A 0C9

POSTED

Industry Canada	Industrie Canada	A/M/J	Y/M/D
		2013/06/03	155-13
CIPO	OPIC	A002226421	

**Attention: Opposition Board**

Dear Sir/Madam:

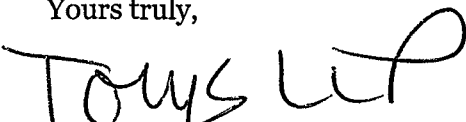
**Re: Canadian Trade-mark Application No. 1,538,426**  
**Trade-mark: EVERYDAY LIVING**  
**Applicant: SDA Publishing Inc.**  
**Opponent: Loblaws Inc.**  
**Our Ref: 11863-2066**

---

This is in response to the Office correspondence dated May 3, 2013.

On behalf of the Opponent, pursuant to Rule 46(4) of the Regulations, we request that an oral hearing be scheduled with respect to the above-noted opposition matter.

Yours truly,

  
**TORYS LLP**

Tel 416.865.7979  
mnelles@torys.com

CMN/ck

cc: SDA Publishing Inc.  
3044 Bloor Street West  
Suite 1456  
Etobicoke, Ontario  
M8X 2Y8



**Office de la propriété  
Intellectuelle  
du Canada**

Un organisme  
d'Industrie Canada

50, rue Victoria, bureau C-114  
Place du Portage I  
Gatineau (Québec) K1A 0C9

**Canadian  
Intellectual Property  
Office**

An Agency of  
Industry Canada

50 Victoria Street, Room C-114  
Place du Portage I  
Gatineau, Quebec K1A 0C9

P-1 of 2

SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

3 mai/May 2013  
Votre référence Your File  
Notre référence Our File  
1538426

RE: Trade-mark: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc.

Further to the Office letter dated March 26, 2013, this will confirm that neither party filed written arguments with respect to the above-identified opposition proceeding.

The applicant will have one month from the date of this letter within which to request an oral hearing pursuant to Rule 46(4) of the Regulations.

Yours truly,

Sylvie Farmer,  
Opposition / Section 45,  
for REGISTRAR OF TRADE-MARKS.  
819-994-8903

Industry Industrie  
Canada Canada



CIPO OPIC

AM/J Y/M/D  
2013/05/15  
136 - 13

C003090459

CC: TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

RE: 11863-2066, (Loblaws Inc.)

Canada

www.opic.ic.gc.ca  
www.cipo.ic.gc.ca

OPIC



CIPO

P2 of 2

SDA Publishing Inc.  
3044 Bloor St. West Suite 1456  
Etobicoke, Ontario M8X 2Y8  
T: 416-239-0781 F: 416-239-8378  
E: info@everydayliving.com

819-953-247

May 15, 2013

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage, Phase 1  
50 Victoria Street  
Gatineau, Canada, K1A 0C9  
Via Fax: 819-997-5092

Industry Canada	Industrie Canada	AM/J	Y/M/D
		2013/05/15	
CIPO		OPIC	136- 13
C003090460			

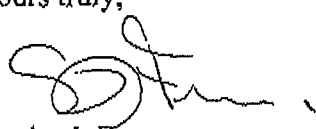
Dear Madam:

Re: Canadian Trademark Application No. 1.538.426  
Trade-mark: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc.  
Our Ref: 11863-2066  
Without Prejudice

This is to advise that the applicant does not wish a hearing as there is no opposition evidence to argue. As a matter of public record, the applicant declares no responsibility in generating these unnecessary Government expenses.

This is to advise that the applicant has tried to make contact with Ms. Nelles as per her statement in her letter, which was sent directly to the applicant not via the trademark office, as per the Registrar of Trade-marks' rules. To date, Ms. Nelles has not responded.

Yours truly,



Sandra J. Freer

Sandra J. Freer  
Publishing Editor Everyday Living™



**Office de la propriété  
intellectuelle  
du Canada**

Un organisme  
d'Industrie Canada

50, rue Victoria, bureau C-114  
Place du Portage I  
Gatineau (Québec) K1A 0C9

**Canadian  
Intellectual Property  
Office**

An Agency of  
Industry Canada

50 Victoria Street, Room C-114  
Place du Portage I  
Gatineau, Quebec K1A 0C9

SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

**3 mai/May 2013**  
*Votre référence Your File*

*Notre référence Our File*  
**1538426**

RE: Trade-mark: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc.

Further to the Office letter dated March 26, 2013, this will confirm that neither party filed written arguments with respect to the above-identified opposition proceeding.

The applicant will have one month from the date of this letter within which to request an oral hearing pursuant to Rule 46(4) of the Regulations.

Yours truly,

Sylvie Farmer,  
Opposition / Section 45,  
for REGISTRAR OF TRADE-MARKS.  
819-994-8903

CC: TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

RE: 11863-2066, (Loblaws Inc.)

**Canada**

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC



CIPO



Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

50, rue Victoria, bureau C-114  
Place du Portage I  
Gatineau (Québec) K1A 0C9

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

50 Victoria Street, Room C-114  
Place du Portage I  
Gatineau, Quebec K1A 0C9

TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

3 mai/May 2013  
Votre référence Your File  
11863-2066  
Notre référence Our File  
1538426

RE: Trade-mark: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc.

Further to the Office letter dated March 26, 2013, this will confirm that neither party filed written arguments with respect to the above-identified opposition proceeding.

The opponent will have one month from the date of this letter within which to request an oral hearing pursuant to Rule 46(4) of the Regulations.

Yours truly,

Sylvie Farmer,  
Opposition / Section 45,  
for REGISTRAR OF TRADE-MARKS.  
819-994-8903

CC: SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

RE: (SDA Publishing Inc.)

Canada

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC



CIPO



Suite 3000  
79 Wellington St. W.  
Box 270, TD Centre  
Toronto, Ontario  
M5K 1N2 Canada  
Tel 416.865.0040  
Fax 416.865.7380

www.torys.com

April 26, 2013

**VIA PARCEL**

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage, Phase I  
50 Victoria Street  
Gatineau, Canada, K1A 0C9



**Attention: Opposition Board**

Dear Madame:

**POSTED**

**Re: Canadian Trademark Application No. 1,538,426**  
**Trade-mark: EVERYDAY LIVING**  
**Applicant: SDA Publishing Inc.**  
**Opponent: Loblaws Inc.**  
**Our Ref: 11863-2066**

This is to advise that the Opponent is still interested in proceeding with the above-referenced opposition but will not be filing a written argument with respect to the above-referenced opposition.

Please direct any questions with respect to this matter to Michelle Nelles at 416-865-7979.

Yours truly,

**TORYS LLP**

Michelle Nelles

Tel (416) 865-7979  
mnelles@torys.com

MN/BMH

Copy Via Regular Mail:

SDA Publishing Inc. (via regular mail)  
Attention: Sandra J. Freer  
3044 Bloor St. West  
Suite 1456  
Etobicoke, ON M8X 2Y8

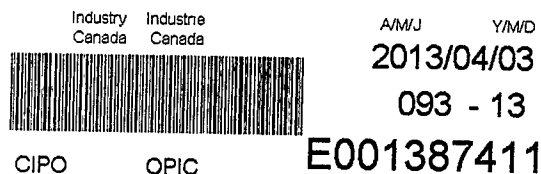




SDA Publishing Inc.  
3044 Bloor St. West Suite 1456  
Etobicoke, Ontario M8X 2Y8  
T: 416-239-0781 F: 416-239-8378  
E: info@everydayliving.com

April 1, 2013

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage I  
50 Victoria Street  
Gatineau, Canada K1A 0C9  
Attention: Opposition Board



Dear Madame:

Re: Canadian Trademark Application No. 1538426  
Title: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc. Ref: 11863-2066  
Written Argument: Without Prejudice

POSTED

The Applicant requests that the opposition be removed.

The Opponent had not met its evidentiary burden.

The Opposition has filed no evidence which is grounds for the opposition to be: not considered at all.

(Request rule 46-1 written argument to remove the opposition as the Opponent has not met their obligations.)

The Applicant believes that the Opposition is vexatious.

Yours truly,

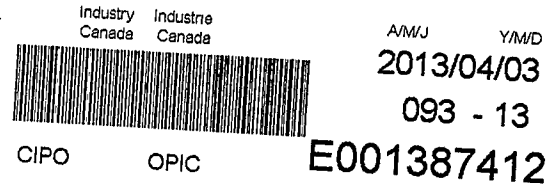
Sandra J. Freer  
Publishing Editor Everyday Living™



SDA Publishing Inc.  
3044 Bloor St. West Suite 1456  
Etobicoke, Ontario M8X 2Y8  
T: 416-239-0781 F: 416-239-8378  
E: info@everydayliving.com

April 1, 2013

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage I  
50 Victoria Street  
Gatineau, Canada K1A 0C9  
Attention: Opposition Board



Dear Madame:

Re: Canadian Trademark Application No. 1538426  
Title: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc. Ref: 11863-2066  
Written Argument: Without Prejudice

The Applicant requests that the opposition be removed.

The Opponent had not met its evidentiary burden.

The Opposition has filed no evidence which is grounds for the opposition to be: not considered at all.

(Request rule 46-1 written argument to remove the opposition as the Opponent has not met their obligations.)

The Applicant believes that the Opposition is vexatious.

Yours truly,

Sandra J. Freer  
Publishing Editor Everyday Living™



Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

50, rue Victoria  
Place du Portage 1  
Gatineau (Québec) K1A 0C9

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

50 Victoria Street  
Place du Portage 1  
Gatineau, Quebec K1A 0C9

SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

Date	26 mars/Mar 2013
Votre référence - Your File	
Notre référence - Our File	1538426

Marque de commerce - Trade-mark

EVERYDAY LIVING

Requérant - Applicant:

SDA Publishing Inc.

Opposant - Opponent:


Loblaws Inc.

Conformément à la règle 46(1) du *Règlement sur les marques de commerce*, les deux parties peuvent, dans le délai d'un mois à compter de la date de cet avis, produire au Bureau des marques de commerce leurs plaidoyers écrits en deux exemplaires.

Pursuant to Rule 46(1) of the *Trade-marks Regulations*, both parties may file with this Office, within one month from the date of this notice, written argument in duplicate.

Veuillez agréer, mes salutations distinguées.

Yours truly,

  
Pour renseignements / For information  
opic.ic.gc.ca / cipo.ic.gc.ca  
819-997-7300

Commission des oppositions / Opposition Board  
pour le / for  
Registraire des marques de commerce  
Registrar of Trade-marks

cc: TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

Ref: 11863-2066

Canada

www.opic.ic.gc.ca  
www.cipo.ic.gc.ca

OPIC  CIPO



Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

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

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

50 Victoria Street  
Place du Portage I  
Gatineau, Quebec K1A 0C9

Date	26 mars/Mar 2013
Votre référence - Your File	
Notre référence - Our File	1538426

SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

Marque de commerce - Trade-mark

EVERYDAY LIVING

Requérant - Applicant:

SDA Publishing Inc.

Opposant - Opponent:

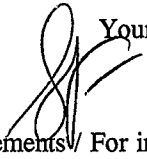
Loblaws Inc.

Conformément à la règle 46(1) du *Règlement sur les marques de commerce*, les **deux parties** peuvent, dans le délai d'un mois à compter de la date de cet avis, produire au Bureau des marques de commerce leurs plaidoyers écrits en deux exemplaires.

Pursuant to Rule 46(1) of the *Trade-marks Regulations*, **both parties** may file with this Office, within one month from the date of this notice, written argument in duplicate.

Veillez agréer, mes salutations distinguées.

Yours truly,

  
Pour renseignements/ For information  
opic.ic.gc.ca / cipo.ic.gc.ca  
819-997-7300

Commission des oppositions / Opposition Board  
pour le / for  
Registraire des marques de commerce  
Registrar of Trade-marks

cc: TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

Ref: 11863-2066

Canada

www.opic.ic.gc.ca  
www.cipo.ic.gc.ca

OPIC  CIPO



Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

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

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

50 Victoria Street  
Place du Portage I  
Gatineau, Quebec K1A 0C9

TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

Date	26 mars/Mar 2013
Votre référence - Your File	11863-2066
Notre référence - Our File	1538426

Marque de commerce - Trade-mark

EVERYDAY LIVING

Requérant - Applicant:

SDA Publishing Inc.

Opposant - Opponent:

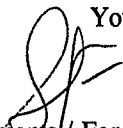
Loblaws Inc.

Conformément à la règle 46(1) du *Règlement sur les marques de commerce*, les **deux parties** peuvent, dans le délai d'un mois à compter de la date de cet avis, produire au Bureau des marques de commerce leurs plaidoyers écrits en deux exemplaires.

Pursuant to Rule 46(1) of the *Trade-marks Regulations*, **both parties** may file with this Office, within one month from the date of this notice, written argument in duplicate.

Veuillez agréer, mes salutations distinguées.

Yours truly,

  
Pour renseignements / For information  
opic.ic.gc.ca / cipo.ic.gc.ca  
819-997-7300

Commission des oppositions / Opposition Board  
pour le / for  
Registraire des marques de commerce  
Registrar of Trade-marks

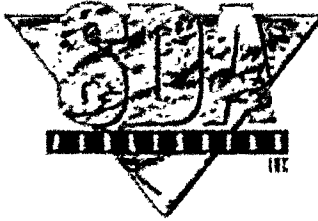
cc: SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

Ref:

Canada

www.opic.ic.gc.ca  
www.cipo.ic.gc.ca

OPIC  CIPO



A.  
R.H2

SDA Publishing Inc.  
3044 Bloor St. West Suite 1456  
Etobicoke, Ontario M8X 2Y8  
T: 416-239-0781 F: 416-239-8378  
E: info@everydayliving.com

February 14, 2013

The Registrar of Trade-marks (via Courier)  
Canadian Intellectual Property Office  
Place du Portage, Phase I  
50 Victoria Street  
Gatineau, Canada K1A 0C9  
Attention: Opposition Board

POSTED

Dear Madame:

Re: Canadian Trademark Application No. 1538426  
Title: EVERYDAY LIVING  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc. Ref: 11863-2066

This is to advise that the Applicant is still interested in proceeding with the above-referenced application, and will not be filing Rule 42 Evidence. The Applicant does not consent to a second extension Rule 41 Evidence with respect to the above referenced opposition.

The Applicant supports its position with the distinct ownership of TMA548921 and relies on Intellectual Property Rights.

Yours truly,

Sandra J. Freer  
Publishing Editor Everyday Living™

Copy: (via Courier):  
Torys LLP, 79 Wellington St. W.  
Box 270, TD Centre Toronto, Ontario  
M5K 1N2 Canada  
Attn: Michelle Nelles, 416-865-7979

Industry Canada	Industry Canada	AVM/J	T/M/J
		2013/02/14	
		045 - 13	
CIPO	OPIC	E001374138	



R. 41  
0

Suite 3000  
79 Wellington St. W.  
Box 270, TD Centre  
Toronto, Ontario  
M5K 1N2 Canada  
Tel 416.865.0040  
Fax 416.865.7380  
  
www.torys.com

January 25, 2013

POSTED

**VIA PARCEL**

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Place du Portage, Phase I  
50 Victoria Street  
Gatineau, Canada K1A 0C9

Industry Canada	Industrie Canada	AM/J	Y/M/D
		2013/01/25	
		028- 13	
CIPO	OPIC	<b>A002138521</b>	

**Attention: Opposition Board**

Dear Madame:

**Re: Canadian Trademark Application No. 1,538,426**  
**Title: EVERYDAY LIVING**  
**Applicant: SDA Publishing Inc.**  
**Opponent: Loblaws Inc.**  
**Our Ref: 11863-2066**

This is to advise that the Opponent is still interested in proceeding with the above-referenced opposition but will not be filing Rule 41 evidence with respect to the above-referenced opposition.

Please direct any questions with respect to this matter to Michelle Nelles at 416-865-7979.

Yours truly,

**TORYS LLP**

Tel (416) 865-7979  
mnelles@torys.com

MN/BMH

Copy  
(via Courier): SDA Publishing Inc.  
Attention: Sandra J. Freer  
3044 Bloor St. West  
Suite 1456  
Etobicoke, ON M8X 2Y8

To: The Registrar of Trade-marks  
Hull, Quebec  
Attention: OPPOSITION BOARD

IN THE MATTER OF: An Opposition  
Trade-mark: EVERYDAY LIVING  
Application No.: 1538426  
Applicant: SDA Publishing Inc.  
Opponent: Loblaws Inc.



POSTED

The Applicant the undersigned, SDA Publishing Inc. whose contact and full address is:

3044 Bloor St. West, Suite 1456  
Etobicoke, Ontario  
M8X 2Y8  
[info@everydayliving.com](mailto:info@everydayliving.com)  
416-239-0781

Associated: TM Registration TMA 548921  
Associated: Trade name Registration 210624631

SDA Publishing Inc. hereby gives ANSWERS TO NOTICE OF OPPOSITION

1. Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 2.(a) and therefore denies the same.
2. Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 2.(b) and therefore denies the same.
- 3 Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 2. (c) and therefore denies the same.
- 4 Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 2.(d) ) and therefore denies the same.
- 5 Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 2.(e) and therefore denies the same.
- 6 Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 2.(f) and therefore denies the same.


The Applicant respectfully requests that the Notice of Opposition be rejected and that the Application mark be allowed to proceed to registration.



The Applicant is of the belief that the position taken by the opposed is without any evidentiary material, without merit, and disingenuous. The Applicant alleges that the Opposition is designed to succeed in delaying or preventing the applicant from carrying out its purpose.

Executed at Toronto, Ontario this 25th day of September, 2012.

SDA Publishing Inc.

By:   
\_\_\_\_\_  
Sandra J. Freer  
President and Owner

Ref: 11863-2066

cc: TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2



**Office de la propriété  
intellectuelle  
du Canada**

**Canadian  
Intellectual Property  
Office**

Un organisme  
d'Industrie Canada

An Agency of  
Industry Canada

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

50 Victoria Street  
Place du Portage I  
Gatineau, Quebec K1A 0C9

SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

Date	23 août/Aug 2012
Votre référence - Your File	
Notre référence - Our File	1538426 (0)

Marque de commerce - Trade-mark

**EVERYDAY LIVING**

Requérant - Applicant:

SDA Publishing Inc.

Opposant - Opponent:

Loblaws Inc.

La demande d'enregistrement de la marque de commerce susmentionnée a fait l'objet d'une opposition en vertu de l'article 38 de la *loi sur les marques de commerce* par l'opposant identifié ci-haut. Le registraire vous fait parvenir ci-jointe la déclaration d'opposition.

The application for registration of the above noted trade-mark has been opposed under s.38 of the *Trade-marks Act* by the opponent identified above. By this notice, the Registrar of Trade-marks is forwarding you the opponent's Statement of Opposition.

Afin de contester l'opposition, vous (ou votre agent de marques de commerce) devrez produire une contre-déclaration, telle que proposée au formulaire 9 des *Règlements sur les marques de commerce*, auprès du registraire et en signifier une copie à l'agent de l'opposant (ou à défaut de ce dernier, à l'opposant lui-même) **DANS LES DEUX MOIS** suivants la date d'émission de cet avis (voir les articles 39 et 37 des *Règlements sur les marques de commerce*).

If you wish to defend this application for registration of the trade-mark, you or a trade-mark agent acting for you, are required to prepare a counter statement as in suggested form 9 of the *Trade-marks Regulations*, serve it on the Opponent's trade-mark agent or if the Opponent does not have a trade-mark agent, serve it on the Opponent, and file it with the Registrar of Trade-marks **WITHIN 2 MONTHS** from the date of this notice (see Rules 39 and 37 of the *Trade-marks Regulations*).

**À DÉFAUT DE PRODUIRE ET DE SIGNIFIER** une contre-déclaration dans le délai prescrit, la demande d'enregistrement de la marque de commerce est réputée abandonnée en vertu de l'article 38(7.2) de la *Loi sur les marques de commerce* sans autre préavis.

**IF YOU FAIL TO FILE AND SERVE** a counter statement, this trade-mark application will be deemed to have been abandoned under s.38(7.2) of the *Trade-marks Act* without any further notice to you.

**Canada**

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)





Office de la propriété  
intellectuelle  
du Canada

Un organisme  
d'Industrie Canada

Canadian  
Intellectual Property  
Office

An Agency of  
Industry Canada

page: 2

Pour plus d'information concernant la procédure d'opposition, veuillez consulter les pages de la Commission des oppositions des marques de commerce disponibles sur le site web de l'Office de la propriété intellectuelle du Canada à [www.opic.ic.gc.ca](http://www.opic.ic.gc.ca).

Information concerning trade-mark opposition proceedings is available under the Trade-marks Opposition Board pages on the Canadian Intellectual Property Office website at [www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca).

Veillez agréer mes salutations distinguées.

Yours truly,

27

Pour renseignement / For information  
[opic.ic.gc.ca](http://opic.ic.gc.ca) / [cipo.ic.gc.ca](http://cipo.ic.gc.ca)  
819-997-7300

Commission des oppositions / Opposition Board  
pour le / for  
Registraire des marques de commerce  
Registrar of Trade-marks

cc: TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

Ref: 11863-2066

Canada

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC  CIPO



FEE's Verified ✓

Suite 3000  
79 Wellington St. W.  
Box 270, TD Centre  
Toronto, Ontario  
M5K 1N2 Canada  
Tel 416.865.0040  
Fax 416.865.7380

www.torys.com

August 14, 2012

VIA PARCEL

The Registrar of Trade-Marks  
Canadian Intellectual Property Office  
1 Place du Portage  
Gatineau, Canada K1A 0C9



A/M/J Y/M/D  
2012/08/14 ✓

228- 12

CIPO OPIC

A002034943

**Attention: Opposition Board**

Dear Sir/Madam:

**Re: Canadian Trade-mark Application No. 1,538,426**  
**Trade-mark: EVERYDAY LIVING**  
**Applicant: SDA Publishing Inc.**  
**Opponent: Loblaws Inc.**  
**Advertisement Date: March 14, 2012**  
**Our Ref: 11863-2066**

POSTED

We enclose herewith a Statement of Opposition in duplicate.

Please charge the filing fee of **\$750.00** to this firm's authorized credit card, the details of which are attached hereto. *Should the fees submitted with this letter be insufficient to cover all the fees for which payment is requested by this letter, the Office is authorized to charge the amount of the insufficiency to deposit account No. 600000901.*

We look forward to receiving confirmation that the Statement of Opposition has been accepted. Please direct any questions to Michelle Nelles at (416) 865-7979.

Yours truly,

**TORYS LLP**

Tel 416.865.7979  
mnelles@torys.com

CMN/sc  
Encl

OK-MDP  
2012-08-22

To: The Registrar of Trade-marks  
Hull, Quebec

**IN THE MATTER OF an Opposition**  
**Trade-mark: EVERYDAY LIVING**  
**Application No.: 1538426**  
**Applicant: SDA Publishing Inc.**  
**Opponent: Loblaws Inc.**

### STATEMENT OF OPPOSITION

1. The undersigned, **Loblaws Inc.**, whose full address or place of business is 1 President's Choice Circle, Brampton, Ontario, L6Y 5S5 hereby gives notice of its opposition to the proposed registration of the alleged trade-mark **EVERYDAY LIVING** advertised under Application Serial No. 1538426 in the *Trade-marks Journal* dated March 14, 2012, Vol. Issue 2994, shown below:

**1,538,426.** 2011/08/04. SDA Publishing Inc., 3044 Bloor St.  
West, Suite 1456, Etobicoke, ONTARIO M8X 2Y8

### EVERYDAY LIVING

**WARES:** Periodical publications advertising the wares and services of others. **SERVICES:** (1) Direct mail advertising of the wares and services of others. (2) Operation of a website providing recipes, news, health and beauty information and reviews of household and food products; Online sale of books, health and beauty products, vitamins, travel and airline deals, computers, lamps, golf equipment, office supplies, clothing, shoes, toys, jewellery, artwork, fresh flowers, living plants, bedroom furniture, dining room furniture, lawn and outdoor furniture, living room furniture, office furniture, home appliances, home decor items, barbecue grills, mitts and tongs, pet bowls, pet cages, pet collars, pet crates, pet feeding dishes, pet grooming equipment, pet leashes, pet toys, pet shampoo, sewing machines, sewing thread, textile ribbon, beads, paint by numbers kits, craft materials, bed linen, bath linen, bathroom scales, bath oil, bath toys, bath fittings. (3) Online advertising of the wares and services of others. **Used** in CANADA since 2004 on wares and on services (1); April 2011 on services (3); August 04, 2011 on services (2).

2. The grounds of opposition are as follows:

**Section 38(2)(b)**

- (a) The advertised alleged trade-mark is not registrable for the advertised wares and services, contrary to Section 38(2)(b) of the *Trade-marks Act*, in light of Section 12(1)(b) of the *Trade-marks Act* because the advertised alleged trade-mark is clearly descriptive and/or deceptively misdescriptive of the Applicant's wares and services. More specifically, the advertised alleged trade-mark EVERYDAY LIVING is not registrable as it is, whether depicted, written, or sounded, clearly descriptive and/or deceptively misdescriptive in the English language of the character as well as the quality of the Applicant's wares and services set out in the subject application in association with which the alleged trade-mark is alleged to be used, all of which pertain to "everyday living".

**Section 38(2)(a)**

- (b) Pursuant to Section 38(2)(a) of the *Trade-marks Act*, the advertised application does not comply with Section 30(i) of the *Trade-marks Act* because the Applicant could not have been satisfied that it was entitled to use as a trade-mark the advertised alleged trade-mark EVERYDAY LIVING in Canada given the descriptive nature of the alleged trade-mark.
- (c) Pursuant to Section 38(2)(a) of the *Trade-marks Act*, the advertised application does not comply with the requirements of Section 30 (b) of the *Trade-marks Act* because the Applicant has not used the alleged trade-mark as advertised in Canada as a trade-mark in association with each of the wares and services described in the advertised application.

- (d) Furthermore, pursuant to Section 38(2)(a) of the *Trade-marks Act*, the advertised application does not comply with the requirements of Section 30 (b) of the *Trade-marks Act* because the Applicant has not used the alleged trade-mark as advertised in Canada in association with the wares or services described in the advertised application (i) since the date of first use claimed in the advertised application, or (ii) has not used the alleged trade-mark continuously since the claimed date of first use, or (iii) has not used the alleged trade-mark at any material time.
- (e) Pursuant to Section 38(2)(a) of the *Trade-marks Act*, the advertised application does not comply with Section 30(b) of the *Trade-marks Act* because the advertised alleged trade-mark EVERYDAY LIVING has not been used as a “trade-mark” but if anything, instead has functioned to clearly describe the wares and services of the Applicant’s “everyday living” based wares/services.

**Section 38(2)(d)**

- (f) In accordance with paragraph 38(2)(d) and having regard to Section 2 of the *Trade-marks Act*, the advertised alleged trade-mark EVERYDAY LIVING is not distinctive since it is not adapted to distinguish and does not distinguish the alleged wares and services of the Applicant from the wares and services of other marketers and traders in Canada including but not limited to those of Mark’s Work Wearhouse Ltd., *Canadian Living* magazine and [www.everdaylivingdesign.com](http://www.everdaylivingdesign.com). The advertised alleged trade-mark is not, and cannot become, distinctive of the Applicant. “EVERYDAY LIVING” is a descriptive and/or generic term.

3. The Opponent appoints Torys LLP whose full post office address in Suite 3000, 79 Wellington Street West, Box 270, TD Centre, Toronto, Ontario, M5K 1N2 as the party to whom service of any document in respect of this opposition may be made with the same effect as it if had been served upon the Opponent.

Executed at Toronto, Ontario, this 14th day of August, 2012.

**Loblaws Inc.**

By:

*Tomy L P*

Its Trade-mark Agents





**Office de la propriété  
intellectuelle  
du Canada**

Un organisme  
d'Industrie Canada

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

**Canadian  
Intellectual Property  
Office**

An Agency of  
Industry Canada

50 Victoria Street  
Place du Portage I  
Gatineau, Quebec K1A 0C9

TORYS LLP  
SUITE 3000  
79 WELLINGTON ST. W.  
BOX 270, TD CENTRE  
TORONTO  
ONTARIO M5K 1N2

Date	22 mai/May 2012
Votre référence - Your File	11863-2066
Notre référence - Our File	1538426

Étape / Stage Déclaration d'opposition / Statement of Opposition	Marque de commerce / Trade-mark EVERYDAY LIVING
Requérant / Applicant SDA Publishing Inc.	Opposant / Opponent Loblaws Inc.

Conformément à la demande de l'OPPOSANTE, une prolongation de délai vous est accordée jusqu'au 14 août 2012.

In accordance with a request by the OPPONENT, an extension of time is granted until August 14, 2012.

Pour plus d'information concernant la pratique du registraire relativement à l'octroi de prolongations de délai en vertu de l'article 47 de la *Loi sur les marques de commerce*, veuillez consulter l'énoncé de pratique intitulé *Énoncé de pratique concernant la procédure d'opposition en matière de marque de commerce* disponible sur le site web de l'Office de la propriété intellectuelle du Canada à <http://www.opic.ic.gc.ca/>.

For further information regarding the Registrar's practice with respect to the granting of extensions of time under s.47 of the *Trade-marks Act*, please consult the practice notice entitled, *Practice in Trade-mark Opposition Proceedings* available on the Canadian Intellectual Property Office's web-site at: <http://www.cipo.ic.gc.ca/>.

Pour renseignements / For information  
[opic.ic.gc.ca](http://opic.ic.gc.ca) / [cipo.ic.gc.ca](http://cipo.ic.gc.ca)  
819-997-7300

Commission des oppositions / Opposition Board  
pour le / for  
Registraire des marques de commerce  
Registrar of Trade-marks

cc: SDA Publishing Inc.  
3044 Bloor St. West  
Suite 1456  
Etobicoke  
ONTARIO M8X 2Y8

Ref:

**Canada**

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC  CIPO



FEE's Verified ✓

Suite 3000  
79 Wellington St. W.  
Box 270, TD Centre  
Toronto, Ontario  
M5K 1N2 Canada  
Tel 416.865.0040  
Fax 416.865.7380

www.torys.com

POSTED

May 14, 2012

VIA PARCEL

The Registrar of Trade-Marks  
Canadian Intellectual Property Office  
1 Place du Portage  
Gatineau, Canada  
K1A 0C9



**Attention: Opposition Board**

First action

Dear Madame:

**Re: Canadian Trade-mark Application No. 1,538,426**  
**Applicant: SDA Publishing Inc.**  
**Trade-mark: EVERYDAY LIVING**  
**Opponent: Loblaws Inc.**  
**Our Ref: 11863-2066**

On behalf of Loblaws Inc., we respectfully request a three (3) month extension of time to **August 14, 2012** in which to file a Statement of Opposition to the above-noted application. The extension of time is necessary to provide the prospective Opponent time to evaluate, *inter alia*, possible grounds of opposition. ✓

Please charge the extension of time fee of **\$125.00** to this firm's authorized credit card, the details of which are attached hereto. Should the fees submitted with this letter be insufficient to cover all the fees for which payment is requested by this letter, the Office is authorized to charge the amount of the insufficiency to deposit account No. 600000901.

We look forward to receiving confirmation that this extension of time has been granted. Please direct any questions to Michelle Nelles at (416) 865-7979.

Yours truly,

**TORYS LLP**  
Tel 416.865.7979  
mnelles@torys.com

CMN/ec

Encl

file: \\intrepid-prod\tmdata\ec\trade\_mark\01\53\84\26\1538426.htm printed: 2011-08-05 07:51

Transmission identification: GILBERTSLLP0408151601872\_app

**Electronic Application Receive TimeStamp: August 4, 2011 3:19:32 PM**

Reference No. :

Date : August 4, 2011

Registrar of Trade-marks  
Trade-marks Office  
Gatineau, Quebec K1A 0C9  
CANADA

Attention: Registrar of Trade-marks

Dear Sir/Madam,

We are the solicitors for SDA Publishing Inc. in respect of the within trade-mark application for EVERYDAY LIVING. Please do not hesitate to contact us should you have any questions.

Yours truly,

GILBERT'S LLP

The Registrar of Trade-marks on behalf of the Receiver General for Canada is hereby authorized to deduct the prescribed fee from this firm's deposit account for a total amount of CDN\$250.

---

## **APPLICATION FOR THE REGISTRATION OF A TRADE-MARK**

1. The applicant, SDA Publishing Inc. the full post office address of whose principal office or place of business is 3044 Bloor St. West, Suite 1456, Etobicoke, ONTARIO,

CANADA, M8X 2Y8, applies for the registration, in accordance with the provisions of the Trade-marks Act, of the trade-mark identified below.

2. The trade-mark is

EVERYDAY LIVING

3. The trade-mark has been used in Canada by the applicant in association with all the specific wares listed hereafter, and the applicant requests registration in respect of such wares. The trade-mark has been so used in Canada in association with the general class of wares comprising the following specific wares **(1) Periodical publications advertising the wares and services of others since 2004.**

4. 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 **(1) Direct mail advertising of the wares and services of others since 2004** and in association with the general class of services comprising the following specific services **(2) Operation of a website providing recipes, news, health and beauty information and reviews of household and food products; Online sale of books, health and beauty products, vitamins, travel and airline deals, computers, lamps, golf equipment, office supplies, clothing, shoes, toys, jewellery, artwork, fresh flowers, living plants, bedroom furniture, dining room furniture, lawn and outdoor furniture, living room furniture, office furniture, home appliances, home decor items, barbecue grills, mitts and tongs, pet bowls, pet cages, pet collars, pet crates, pet feeding dishes, pet grooming equipment, pet leashes, pet toys, pet shampoo, sewing machines, sewing thread, textile ribbon, beads, paint by numbers kits, craft materials, bed linen, bath linen, bathroom scales, bath oil, bath toys, bath fittings since August 04, 2011** and in association with the general class of services comprising the following specific services **(3) Online advertising of the wares and services of others since April, 2011.**

5. The applicant appoints GILBERT'S LLP, whose full post office address in Canada is THE FLATIRON BUILDING, 49 WELLINGTON STREET EAST, TORONTO, ONTARIO, CANADA, M5E 1C9, as the person (firm or any member of the said firm), as its agent 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 appoints GILBERT'S LLP, whose full post office address in Canada is THE FLATIRON BUILDING, 49 WELLINGTON STREET EAST, TORONTO, ONTARIO, CANADA, M5E 1C9 as the person (or firm) to whom any notice in respect of the application or registration may be sent, and upon whom service of any proceedings in respect of the application or registration may be given or served with the same effect

as if they had been given to or served upon the applicant or registrant.

7. The applicant is satisfied that he is entitled to use the trade-mark in Canada in association with the wares and services described above.

1,538,426

## EVERYDAY LIVING

## Same Owner Marks

1	www.everydayliving.com	1,030,981	TMA548,921	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Print publications namely magazines, periodicals and books.</li> <li>◆ (1) Publication of an internet based electronic magazine on the world wide web including the provision of links to services, namely home. .</li> </ul>		

## Active Marks

2	CASUAL COLORS FOR EVERYDAY LIVING	1,461,702		Allowed
		<ul style="list-style-type: none"> <li>◆ (1) Prints and publications, namely, sales brochures, leaflets and catalogs in the fields of napkins and disposable dinnerware, namely, plates ..</li> </ul>		
3	EVERYDAY SIMPLY	1,358,576	TMA739,974	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Financial services, namely the rendering of automated teller machine services to authorized persons through a shared system of terminals; electronic..</li> </ul>		
4	EVERYDAY FOOD	1,211,914	TMA739,099	Registered
		<ul style="list-style-type: none"> <li>(1) Magazines</li> <li>(1) Magazine publishing services; broadcasting and producing television shows.</li> </ul>		
5	Enjoying Everyday Life	1,268,872	TMA688,781	Registered
		<ul style="list-style-type: none"> <li>(1) Magazines.</li> <li>(1) Entertainment services in the nature of ongoing television programs.(2) Evangelistic and religious ministry services.</li> </ul>		
6	EVERYDAY CHAMPIONS	1,230,665	TMA709,556	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Printed materials, namely, promotional brochures and stationary, namely paper, envelopes, pads; promotional materials, namely, key chains,...</li> <li>◆ (1) Providing charitable philanthropic and eleemosynary services to encourage and assist disabled, impaired or disadvantaged individuals through matching the..</li> </ul>		
7	EVERYDAY HEROES	1,358,974	TMA740,788	Registered
		<ul style="list-style-type: none"> <li>◆ (1) T-shirts, newsletters, pamphlets, flyers, outdoor poster ads, website banner ads, magazines, newspaper ads and calendars, pre-recorded.</li> </ul>		
8	INNOVATE EVERY DAY	1,471,539		Allowed
		<ul style="list-style-type: none"> <li>◆ (1) Downloadable electronic financial publications namely prospectuses, factsheets, financial reports, financial booklets, financial newsletters.. .</li> <li>◆ (1) Financial consulting services; real estate investment consulting services; investment portfolio manager evaluation services, investment portfolio .</li> </ul>		
9	EXPERT ADVICE FOR EVERYDAY LIFE	1,485,433	TMA800,367	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Printed and electronic publications, namely, cookbooks, newsletters and flyers.(2) Printed matter, namely, posters, signs and calendars, Novelty. .</li> <li>◆ (1) Consulting services in the field of food, food preparation, cooking, baking, nutrition, diet, health, cleaning, kitchen safety and</li> </ul>		

10	THE ART OF THE EVERYDAY	1,234,964	TMA647,254	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Printed publications, namely magazines and periodicals</li> </ul>		
11	BE BRILLIANT TODAY AND EVERYDAY	1,412,316		Allowed
		<ul style="list-style-type: none"> <li>◆ (1) Publications, namely, books, magazines, periodicals, pamphlets, brochures, newsletters, flyers, advertisements and product manuals..</li> </ul>		
12	LIVING SPREE	1,186,339	TMA669,200	Registered
		<ul style="list-style-type: none"> <li>(1) Magazines both printed and internet based</li> <li>◆ (1) Operation of retail departments stores; advertising wares and services of third parties through print, broadcast media and the Internet</li> </ul>		
13	LIVING BRAND	1,159,671	TMA627,858	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Advertising services, namely preparing advertisements for others; and market research services, namely, conducting market surveys, studies and...</li> </ul>		
14	SPACE FOR LIVING	1,220,762	TMA721,899	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Print and on-line publications concerning home furnishing, namely books, magazines, pamphlets, brochures, catalogues and...</li> <li>◆ (1) Entertainment services in the nature of a television program and recorded television programming and motion pictures; production of a television series and...</li> </ul>		
15	LIVING RIVERS	1,519,117		Searched
		<ul style="list-style-type: none"> <li>◆ (1) Printed material, namely, pamphlets, newsletters, printed periodical publications, diaries, posters, greeting cards, postcards and...</li> <li>◆ (1) Promoting environmental awareness and ecological conservancy; promoting the reduction of pollution and wasteful consumption; informational and educational...</li> </ul>		
16	LIVING SMART	1,128,643	TMA591,164	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Printed publications, namely, newsletters and brochures</li> <li>(1) Pharmacy services.</li> </ul>		
17	LIVING BETTER	1,241,837	TMA654,003	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Provision of general information concerning health and lifestyle issues through radio broadcasting (2) Advertising and promotion...</li> </ul>		
18	DESIGN FOR EVERYDAY LIVING	1,437,489	TMA768,029	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Bath tubs, whirlpool baths, air bath tubs, combination baths namely whirlpool baths and air bath tubs; .</li> <li>◆ (1) Retail sale of baths, whirlpool baths, air bath tubs, combination baths namely whirlpool baths and air ...</li> </ul>		
19	SMART CLOTHES. EVERYDAY LIVING.	1,478,077	TMA807,994	Registered
		<ul style="list-style-type: none"> <li>◆ (1) Operation of a retail store selling clothing, footwear, bags, backpacks and fashion accessories; operation of an on-line retail .</li> </ul>		
20	everydayliving	1,534,315		Searched

		◆ (1) Printed <b>publications</b> (2) Marketing <b>material</b> . ◆ (1) Marketing and advertising services (2) Business consulting
--	--	---

+You Search Images Videos Maps News Gmail More

Sign In

Google "EVERYDAYLIVING"

Search About 27,900 results (0.30 seconds)

- Everything [Welcome to EverydayLiving.com The on-line magazine pr](#)  
[www.everydayliving.com/](#)
- Images [An on-line magazine for consumers with articles coverng construction, renovation, health matters and shopping, among others Includes archives of previous ..](#)
- Maps [Spas & getways - Business - Kids Only - Renovations](#)
- Videos [Spas & getways - Business - Kids Only - Renovations](#)
- News [Treating Diabetes Naturally](#)  
[www.everydayliving.com/archives/treating\\_diabetes.htm](#)
- More [The on-line magazine for everyday living Advertising opportunities to meet every business type and every budget Join our successful advertisers and editorial ...](#)
- Ottawa, ON [EverydayLiving.com - Kids Only](#)  
[www.everydayliving.com/KidsOnly.html](#)
- Change location [The on-line magazine for everyday living . Advertising opportunities to meet every business type and every budget Join our successful advertisers and editorial ...](#)
- The web [EverydayLiving.com - Online Shopping](#)  
[www.everydayliving.com/Shopping.html](#)
- Pages from [The on-line magazine for everyday living Advertising opportunities to meet every business type and every budget Join our successful advertisers and editorial ...](#)
- Canada [The Myth about Milk and Protein](#)  
[www.everydayliving.com/archives/myth\\_about\\_milk.htm](#)
- More search tools [The on-line magazine for everyday living Advertising opportunities to meet every business type and every budget Join our successful advertisers and editorial ...](#)
- [EverydayLiving.com - Business](#)  
[www.everydayliving.com/Privacy\\_Statement.htm](#)
- [EverydayLiving.com - Beauty & Wellness](#)  
[www.everydayliving.com/Beauty.html](#)
- [Lounge & Home Furniture Stores, Brisbane, Sydney, Melbo. .](#)  
[www.everydayliving.com.au/](#)
- [Everyday Living](#)  
[www.everydayliving.com.au/ranges.php](#)
- [Future Stores in Melbourne, Sydney, Brisbane & Adelaide](#)  
[www.everydayliving.com.au/store\\_locator.php](#)
- [LOUNGES - Everyday Living](#)  
[www.everydayliving.com.au/products.php?f=lounge](#)

- [Dining Tables & Dining Chairs - Everyday Living](#)  
[www.everydayliving.com.au/products.php?f=dining](#)
- [Quality Dining Tables & Dining Chairs at comfortable prices from Everyday Living View our large catalogue of available styles Stores across Australia.](#)
- [LOBLAW ROLLS OUT ITS EVERYDAYLIVING ... - CNW](#)  
[www.newswire.ca/Joblaw-rolls-out-its-everydayliving-concept-to-s](#)
- [12 Apr 2011 -- Led by Joseph Mimran of Joseph Mimran & Associates, the general merchandise area of the store will now be branded everydayliving, and will ...](#)
- [Loblaws Set to Roll Out Everydayliving | Latest News con](#)  
[supermarketnews.com/News/LatestNews](#)
- [12 Apr 2011 -- TORONTO -- Loblaws Cos here said Tuesday it has revamped its general merchandise space into an "everydayliving" theme inspired by ...](#)
- [EverydayLiving.com - Tutor for All Ages](#)  
[www.sdapublishing.com/archives/radianskin.html](#)
- [The on-line magazine for everyday living . Advertising opportunities to meet every business type and every budget Join our successful advertisers and editorial ...](#)
- [EverydayLiving.com - Travel & Tounsm](#)  
[www.sdapublishing.com/Travel.html](#)
- [The on-line magazine for everyday living . Advertising opportunities to meet every business type and every budget. Join our successful advertisers and editorial ...](#)
- [EverydayLiving.com - Breakthrough for Learning Disabilities](#)  
[www.sdapublishing.com/archives/breakthrough.htm](#)
- [The on-line magazine for everyday living Advertising opportunities to meet every business type and every budget Join our successful advertisers and editorial ...](#)
- [EverydayLiving.com - Arthritis - A Natural Cure](#)  
[www.sdapublishing.com/archives/arthritis.htm](#)
- [The on-line magazine for everyday living Advertising opportunities to meet every business type and every budget. Join our successful advertisers and editorial ...](#)
- [EverydayLiving.com - Home & Garden](#)  
[www.sdapublishing.com/HomeGarden.html](#)
- [The on-line magazine for everyday living . Advertising opportunities to meet every business type and every budget. Join our successful advertisers and editorial ...](#)
- [everydayliving | Facebook](#)  
[www.facebook.com/pages/everydayliving/158180297577694](#)
- [everydayliving - Home & Garden, Health & Wellness, Food & Fashion ™ | Facebook](#)
- [everydayliving - Info | Facebook](#)  
[www.facebook.com/pages/everydayliving/158180297577694?sk](#)
- [everydayliving - Home & Garden, Health & Wellness, Food & Fashion ™ | Facebook](#)
- [everydayliving \(everydayliving\) on Twitter](#)  
[twitter.com/everydayliving](#)
- [everydayliving \(everydayliving\) is on Twitter. Sign up for Twitter to follow everydayliving \(everydayliving\) and get their latest updates](#)
- [Wrinkle Injections \(@WrinkleInject\) on Twitter](#)  
[twitter.com/wrinkleinject](#)
- [everydayliving™ Wrinkle Injections. Breaking The . the-everydayliving.blogspot.com/2011/09/everyd... 8:01 AM Sep 12th via Tweet Button. everydayliving™. . .](#)
- [Twitter / everydayliving: EverydayLiving.com™ - Fashi...](#)  
[twitter.com/everydayliving/status/75838174047383552](#)
- [EveryDayLiving.com™ Fashiolista \[http://.co/a/TfjEmu\]\(#\).](#)





**Office de la propriété  
intellectuelle  
du Canada**

Un organisme  
d'Industrie Canada

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

**Canadian  
Intellectual Property  
Office**

An Agency of  
Industry Canada

50 Victoria Street  
Place du Portage I  
Gatineau, Quebec K1A 0C9

Date	29 déc/Dec 2011
Votre référence - Your reference	
Numéro de dossier - File number	1538426

**GILBERT'S LLP**  
77 King Street West  
Suite 2010, P.O. Box 301  
Toronto-Dominion Centre  
Toronto  
ONTARIO M5K 1K2

Attention: Alison Lester

Propriétaire - Owner  
SDA Publishing Inc.

Marque de commerce - Trade-mark  
EVERYDAY LIVING

## CONFIRMATION DE MODIFICATION

Nous vous avisons que le (la) suivant(e) a été révoqué(e)  
comme agent à l'égard de la (des) demande(s) en instance et  
représentant pour signification pour la (toutes les) marque(s)  
mentionnée(s).

## CONFIRMATION OF CHANGE

This is to notify you that the following firm has been  
revoked as agent in connection with pending application(s)  
and representative for service in respect of the mentioned  
trade-marks(s).

**GILBERT'S LLP**  
77 King Street West  
Suite 2010, P.O. Box 301  
Toronto-Dominion Centre  
Toronto  
ONTARIO M5K 1K2

Marque(s) de commerce / Trade-mark(s) :

APPL'/DEM. NO 1538426 EVERYDAY LIVING

Registraire des marques de commerce  
Registrar of Trade-marks

Contact: Genni Adesanya  
Section des cessions et renouvellements/  
Assignment and Renewal Section  
819-953-9722

**Canada**

[www.opic.ic.gc.ca](http://www.opic.ic.gc.ca)  
[www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)

OPIC  CIPO

**OPIC / CIPO**  
**Direction des marques de commerce / Trade-marks Branch**  
**Fiche de travail / Worksheet**

Worksheet Name : DEC 2/11 SDA R/S  
Assemble Date :  
Officer : Assignment and Renewal Section  
Date : 16 Dec 2011

Registration No. d'enreg.	File Number No. du dossier	Rep for Service	Agent	Owner Name	Associated with
APPLY/DEM. NO	1538426	GILBERT'S LLP 77 King Street West Suite 2010, P.O. Box 301 Toronto-Dominion Centre Toronto ONTARIO M5K 1K2	GILBERT'S LLP 77 King Street West Suite 2010, P.O. Box 301 Toronto-Dominion Centre Toronto ONTARIO M5K 1K2	SDA Publishing Inc.	

# GILBERT'S LLP



A/M/J Y/M/D

2011/12/06

340 - 11

CIPO OPIC

E001282835

December 6, 2011

**By Facsimile**

Canadian Intellectual Property Office  
Registrar of Trade-marks  
50 Victoria Street  
Place du Portage I  
Gatineau, Quebec

Dear Sir/Madam:

**Re: Canadian Trade-mark application**  
**Applicant: SDA Publishing Inc.**  
**Trade-mark: EVERYDAY LIVING**  
**Filing Date: August 4, 2011**  
**Application No.: 1,538,426**

We are agents and representatives for service in respect of the above-noted mark. The applicant, SDA Publishing Inc. has requested that we be removed as agents and representatives for service.

Please replace our name with that of the applicant, who will assume responsibility for prosecuting the application, and will be the representative for service:

SDA Publishing Inc.  
3044 Bloor Street West, suite 1456  
Etobicoke, Ontario M8X 2Y8

Please do not hesitate to contact us should you require anything further. We look forward to receiving confirmation that the change has been made.

Yours very truly,

**GILBERT'S LLP**

Per:

Alison Lester

cc. Sandra Freer, SDA Publishing Inc. (by email)

# GILBERT'S LLP



AM/J Y/M/D

2011/12/06

340 - 11

CIPO

OPIC

E001282834

## FACSIMILE

TO: Canadian Intellectual Property Office  
Registrar of Trade-marks T 819 953.1154 F 819 953.2476

FROM: Alison Lester T 416 703.1100 F 416 703.7422

DATE: December 6, 2011

RE: Applicant: SDA Publishing Inc.  
Trade-mark: EVERYDAY LIVING  
File No. 1,538,426

Please see attached.

TOTAL NUMBER OF PAGES INCLUDING THIS PAGE 2 FILE NO

ORIGINAL SENT BY MAIL  COURIER  E-MAIL  NOT SENT X OTHER \_\_\_\_\_

PRIVILEGED AND CONFIDENTIAL: THE INFORMATION CONTAINED IN THIS MESSAGE IS CONFIDENTIAL AND PRIVILEGED, IT IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED. IF YOU ARE NOT THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISTRIBUTION, COPYING, DISCLOSURE OR TAKING OF ANY ACTION IN RELIANCE ON THE CONTENTS OF THIS TRANSMISSION IS STRICTLY PROHIBITED AND REVIEW BY ANYONE OTHER THAN THE INTENDED RECIPIENT SHALL NOT CONSTITUTE WAIVER OR PRIVILEGE. IF YOU HAVE RECEIVED THIS FAX IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE.

GILBERT'S LLP LAWYERS | PATENT AND TRADEMARK AGENTS  
The Flatiron Building 49 Wellington Street East, Toronto, Canada M5E 1C9 T 416.703.1100 F 416.703.7422 www.gilbertslaw.ca

REQUÉRANT - APPLICANT

SDA Publishing Inc.

NUMÉRO DE DOSSIER - FILE NUMBER

1538426

MARQUE DE COMMERCE - TRADE-MARK

EVERYDAY LIVING

DATE DE PRODUCTION - FILING DATE

04 août/Aug 2011

RUBRIQUES DE L'INDEX - INDEX HEADINGS

EVERYDAY LIVING

\*

MARCHANDISES/SERVICES - WARES/SERVICES

Periodical publications advertising the wares and services of others. Direct mail advertising of the wares and services of others. Operation of a website providing recipes, news, health and beauty information and reviews of household and \*\*\* See file for remainder \*\*\*

EXIGENCES FORMELLES - FORMAL REQUIREMENTS

WARES/MARCHANDISES

SERVICES

DISCLAIMER

CC + FEE

OTHER/AUTRE

W2

16(1)-W  
16(1)-S

OBJECTIONS

12 (1)(a)

12 (1)(c)

12 (1)(b)

EVERYDAY - very common or completely normal, and often not very interesting

LIVING - alive @ the present time

No (24/24)

12(1)(d)

16

OTHER

LE - ✓  
OAA - ✓  
AIR - 19  
30(1) - ✓

MARQUES ASSOCIEES - ASSOCIATED MARKS

See Onusage

Jan 13/12  
2012