

Intoria Inc.



REQUERANT - APPLICANT  
MARQUE DE COMMERCE - TRADE-MARK

intoria

10738-01  
SMUGLERS LLP  
240 HOLMWOOD AVE.  
OTTAWA  
ONTARIO K1S 2P9  
Attention: Tim Baker

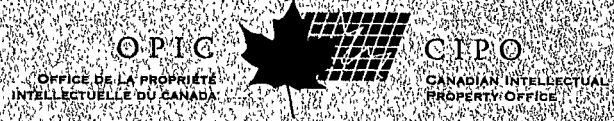
DATE DE PRODUCTION - FILING DATE 04 sept/Sep 2013	No DOSSIER - FILE NO <b>1642074</b>
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RUBRIQUES DE L'INDEX - INDEX HEADINGS

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

OPIC-CIPO 195 (9-02)



DER Graphics Inc  
1-800-467-0710

file: n:\ec\trade\_mark\01\64\20\74\Jsmugler11414528279943\_rev.html printed: 2014-10-29 07:44

**Electronic Application Receive TimeStamp: October 28, 2014 4:31:17 PM**

Date: October 28, 2014

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

Trade-mark application number: 1642074

Applicant Reference No.: 10738-01  
Agent Reference No.: 10738-01

Language of correspondence: English

Please note the services have been updated to comply with the Examiner's report.

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

1. The applicant, Intoria Inc., the full post office address of whose principal office or place of business is 5126 126 Avenue SE, Suite 121 , Calgary, ALBERTA, T2Z0H2, CANADA, 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

intoria

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 **(1) Mobile website and application development** since at least as early as **2009**.

4. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(2) Website design** since at least as early as **2002**.

5. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(3) Creation of online software applications for others, namely, content management systems, and e-commerce systems** since at least as early as **2002**.

6. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(4) Graphic design services** since at least as early as **2002**.

7. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(5) Online hosting services** since at least as early as **2002**.

8. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(6) Consulting services, namely, logo design and brand creation** since at least as early as **2002**.

9. 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 **(7) Spam elimination services** since at least as early as **2010**.

10. 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 **(8) Search engine**

**optimization services** since at least as early as **2009**.

11. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(9) Domain name registration services** since at least as early as **2002**.

12. 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 **(10) Operation of a web site that provides online social media, the creation and implementation of marketing driven social media campaigns and social media consultation** since at least as early as **2011**.

13. The applicant by itself or through a licensee, or by itself and through a licensee, intends to use the trade-mark in Canada in association with **(11) Video creation and editing services** and requests registration of the trade-mark in respect of such services.

14. The applicant appoints TIM BAKER, whose full post office address in Canada is (SMUGLERS LLP) 480 Lisgar Sttreet, Ottawa, ONTARIO, K1R5H3, CANADA, 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.

15. The applicant appoints Tim Baker, whose full post office address in Canada is 480 Lisgar St., Ottawa, ONTARIO, K1R5H3, CANADA, 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.

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

Amended On: October 28, 2014

REQUÉRANT - APPLICANT

Intoria Inc.

NUMÉRO DE DOSSIER - FILE NUMBER

1642074

MARQUE DE COMMERCÉ - TRADE-MARK

intoria

DATE DE PRODUCTION - FILING DATE

04 sept/Sep 2013

RUBRIQUES DE L'INDEX - INDEX HEADINGS

INTORIA  
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MARCHANDISES/SERVICES - WARES/SERVICES

Mobile website and application development Website design Creation of online software applications for others, namely, content management systems, and e-commerce systems Graphic design services Online hosting services Logo and branding services Spam elimination services Search engine optimization services Domain name registration services Operation of a web site that \*\*\* See file for remainder \*\*\*

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EXIGENCES FORMELLES - FORMAL REQUIREMENTS

WARES/MARCHANDISES

SERVICES

DISCLAIMER

CC + FEE

OTHER/AUTRE

OBJECTIONS

12 (1)(a)

12 (1)(c)

12 (1)(b)

12(1)(d)

16

OTHER

*Handwritten number: m17*

MARQUES ASSOCIEES - ASSOCIATED MARKS

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Transmission identification: Jsmugler10309071122602\_app\_4118988

**Electronic Application Receive TimeStamp: September 4, 2013 4:16:07 PM**

Reference No. : 10738-01

Date : September 4, 2013

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

The prescribed fee of CDN\$250 for this application is processed by credit card, using the secure online payment service.

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

1. The applicant, Intoria Inc. the full post office address of whose principal office or place of business is 5126 126 Avenue SE, Suite 121, Calgary, ALBERTA, CANADA, T2Z 0H2, 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  
  
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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 **(1) Mobile website and application development** since at least as early as **2009**.

4. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(2) Website design** since at least as early as **2002** and in association with the general class of services comprising the following specific services **(3) Creation of online software applications for others, namely, content management systems, and e-commerce systems** since at least as early as **2002** and in association with the general class of services comprising the following specific services **(4) Graphic design services** since at least as early as **2002** and in association with the general class of services comprising the following specific services **(5) Online hosting services** since at least as early as **2002** and in association with the general class of services comprising the following specific services **(6) Logo and branding services** since at least as early as **2002**.

5. 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 **(7) Spam elimination services** since at least as early as **2010** and in association with the general class of services comprising the following specific services **(8) Search engine optimization services** since at least as early as **2009**.

6. The trade-mark has been used in Canada by the applicant and the applicant's predecessor(s) in title Integrity Web Design Inc. 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 **(9) Domain name registration services** since at least as early as **2002**.

7. 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 **(10) Operation of a web site that provides online social media, the creation and implementation of marketing driven social media campaigns and social media consultation** since at least as early as **2011**.

8. The applicant by itself or through a licensee, or by itself and through a licensee, intends to use the trade-mark in Canada in association with **(11) Video creation and editing services** and requests registration of the trade-mark in respect of such services.

9. The applicant appoints SMUGGLERS LLP, whose full post office address in Canada is 240 HOLMWOOD AVE., OTTAWA, ONTARIO, CANADA, K1S 2P9, 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.

10. The applicant appoints SMUGGLERS LLP, whose full post office address in Canada is 240 HOLMWOOD AVE., OTTAWA, ONTARIO, CANADA, K1S 2P9 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.

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