

APPL'N/DEM. NO 755 903

REGISTRATION/ENREGISTREMENT NO TMA452,495

FILING DATE/DATE DE PRODUCTION:

27 mai/May 1994

REGISTRATION DATE/DATE D'ENREGISTREMENT:

29 déc/Dec 1995

RENEWAL DATE/DATE DE RENOUELEMENT:

29 déc/Dec 2010

REGISTRANT/PROPRIÉTAIRE ORIGINAL:

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

REP FOR SERVICE/REP POUR SIGNIFICATION:

OGILVY RENAULT LLP/S.E.N.C.R.L.,S.R.L.
1, Place Ville Marie
Suite 2500
Montreal
QUEBEC H3B 1R1

TRADE-MARK/MARQUE DE COMMERCE:

PRIME-CRÉDIT DOLLARS ZELLERS PLUS

DISCLAIMER/DÉSISTEMENT:

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

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.

CLAIMS/REVENDEICATIONS:

Used in CANADA since at least as early as May 01, 1994 on services.

ASSOCIATED MARKS/MARQUES LIÉES:

TMA306,648	TMA338,696	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	TMA455,283	TMA536,242	TMA538,214
TMA572,473	TMA578,265	TMA625,975			

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FOOTNOTES/NOTES:

SECURITY AGREEMENT PLACED ON FILE/ACCORD DE SÉCURITÉ INSCRIT AU DOSSIER

DATE RECORDED/DATE CONSIGNÉE: 10 nov/Nov 2009

DATE OF CHANGE/DATE DE CHANGEMENT: 10 nov/Nov 2009

COMMENTS/COMMENTAIRES: Bank of America, National Association (acting through its Canada branch)
Voir Preuve au dossier/See evidence on File No. 263492