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| BENNETT JONES LLP4500 BANKERS HALL EAST855 - 2ND STREET S.W.CALGARYALBERTA T2P 4K7 |
| Attention: Bonnie D. Headley |
| RE: | Trade-mark: | BTM & Design |
|  | Applicant: | INFORMATION TECHNOLOGY ASSOCIATION OF CANADA/ ASSOCIATION CANADIENNE DE LA TECHNOLOGIE DE L'INFORMAT |

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| 6 oct/Oct 2016 |
| *Votre référence Your File*73892-3 |
| *Notre référence Our File*1764825 |
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This examiner's report concerns the above identified application. To avoid abandonment proceedings, a proper response must be received by this office by April 6, 2017. All correspondence respecting this application must indicate the file number.

A statement in more specific terms of the goods presently underlined in the list below is required. The goods should be defined in ordinary commercial terms in compliance with the provisions of paragraph 30(a) of the *Trade-marks Act.*

(1) Printed and electronic publications in the field of technology-based solutions to business problems

A statement in more specific terms of the services presently underlined in the list below is required. The services should be defined in ordinary commercial terms in compliance with the provisions of paragraph 30(a) of the *Trade-marks Act.*

(1) Provision of educational programs in the field of technology-based solutions to business problems; educational services, namely the development of learning outcomes and competency standards for educational programs in the field of technology-based solutions to business problems; consulting services in the field of technology-based solutions to business problems; provision of educational research in the field of technology based solutions to business problems; provision of a website featuring information on the field of technology-based solutions to business problems and educational programs that comprise learning outcomes and competency standards in the field of technology-based solutions to business problems

A revised application is required.

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

Please note that the Trademarks Office is now inviting trademark owners to group their goods or services according to the classes of the Nice Classification. For more information, please visit the Goods and Services Manual on our website at the address below.

If the applicant has any specific questions in respect of this Office action, please contact the assigned examiner. Please note that for general inquiries, including assistance with filing of the revised application, queries about the status of an application or receipt of correspondence, you may contact our Client Service Centre toll free at 1-866-997-1936.

Yours truly,



Angela Felker

Examination Section

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