

ZELLERS INC. ,

RL
~~H. SERRE~~

ZELLERS MORE CARD

CD/10468.33

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

1994/05/27 755906

ZELLERS MORE CARD
MORE CARD, ZELLERS
CARD, ZELLERS MORE

MAR - 1 1995

72 2105

REGISTRATION NO 445,420

7530-21-936-1461 (01-93) 0

				OCT 26 1994	
HS	M	K.D. 1/12/94			
RL	T	TP 30/12/94			
M. ST-AMOUR ROUSSE					
JAN 17 1995					
ADVISE					
PRE PUB / CORMIER		JAN 10 1995	JAN 26 1995		
Blanc		12/15/95			
Blanc	M	12/20/95	Jan 24 95		
Blanc		1/3/95			

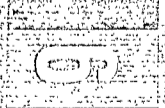


Consumer and Corporate Affairs Canada

Consommation et Affaires commerciales Canada



755 906



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JUN 30 1994

7 5 5 9

6



Industry Canada

Industrie Canada

Trade-marks

Marques de commerce

Ottawa, Canada
K1A 0C9

P.A. 755906

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The appointment of representative for service has been revoked.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

FILING DATE/DATE DE PRODUCTION:
REGISTRATION DATE/DATE D'ENREGISTREMENT:

27 MAY/MAI 1994
21 JUL/JUIL 1995

REGISTRANT/PROPRIETAIRE 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:

ZELLERS MORE CARD

DISCLAIMER/DESISTEMENT:

The right to the exclusive use of the word CARD 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	TMA434,003	TMA434,004	TMA434,040	TMA445,249
TMA445,428	TMA445,429			

Paulette Barbe

APPL'N/DEM. NO: 755,906

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

5453

1625-011-DIL/CB

AGENT/REP FOR SERVICE/AGENT/REP POUR SIGNIFICATION: 07179 **RÉFÉRENCE:** CD/10468.33

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

Ogden Renault

TRADE MARK/MARQUE DE COMMERCE

ZELLERS MORE CARD

INDEX HEADINGS/RUBRIQUES DE L'INDEX:

ZELLERS MORE CARD
MORE CARD, ZELLERS
CARD, ZELLERS MORE

DISCLAIMER/DESISTEMENT: The right to the exclusive use of the word CARD is disclaimed apart from the trademark.

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.

CLAIMS/REVENDEICATIONS:

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

FORMALIZED DATE/DATE D'OFFICIALISATION: 28 Jun/juin 1994

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



Industry Canada
Trade-marks

Ottawa-Canada
K1A 0C9

Industrie Canada
Marques de commerce

Ogilvy Renault
1981 McGill College Avenue
Bureau 1100
Montreal (Quebec)
H3A 3C1

Our file - Notre dossier
755906

Your reference - Votre référence
1695-030-DIL/cb

Date
04 juil/Jul 1995

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

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 and representative for service.

Votre nom est inscrit comme représentant et agent 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 révèle une/des marques de commerce liée(s), en conséquence la nouvelle adresse a été inscrite en rapport avec la/les marques(s) de commerce ci-dessous.

THE TRADE-MARKS AFFECTED ARE LISTED HEREUNDER:

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

Application no. 755906

Claire Lamanque
Assignment Section
(819) 997-0364

c.c.

Goudreau, Gage, Dubuc & Martineau Walker
Tour de la Bourse, Bureau 3400
800 Place Victoria
Montreal (Quebec)
H4Z 1E9

1995-06-28 14:29:16 WORK SHEET - 755906 rs

N-01 - ZELLERS INC.,

07179 - GOUDREAU GAGE DUBUC & MARTINEAU WALKER,
TOUR DE LA BOURSE,
800 PLACE-VICTORIA,
BUREAU 3400,
MONTREAL,
QUEBEC H4Z 1E9

1995-06-28 14:29:16 WORK SHEET - 755906 rs

Total number of marks - 1

Number of dead marks - 0

755906-00 N N-01 07179

JUN 29 1995
JUN 29 1995
JUN 29 1995

E.I.S.

(514) 847-4471

Montreal, March 28, 1995

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

Re: Trade-marks: RENDEZVOUS
Registration No.: 190,008
and twenty-nine (29) others
Applicant: Zellers Inc.
Our Reference: 1695-030 - DIL/cb

We submit herewith for recordal an Appointment of Agent and Representative for Service in favour of this firm relating to the above-noted trade-marks.

We also enclose our cheque in the amount of \$25.00 to cover the prescribed fee.

In due course, we look forward to receiving confirmation that this firm has been entered as the representative for service with respect to the subject trade-mark applications and registrations.

Yours respectfully,

DIL/cb
Enclosures

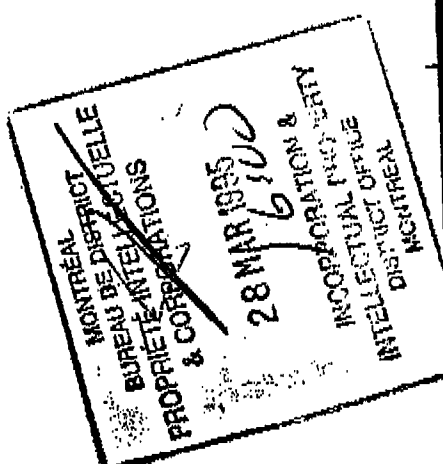
Envelope No. 1256 (IPG/cb)

Re t/m PRIME PLUS, S.N. 695,997 requesting an additional three month extension to file our Statement of Oppos'n. (Visa International Service Association - IPG No. 1122-081 - DCS/cb)

Re t/m RENDEZVOUS, R.N. 190,008 submitting an Appointment of Agent and Representative for Service in favour of our firm for this registration and twenty-nine (29) other marks. (Zellers Inc. - IPG No. 1695-030 - DIL/cb)

Re t/m 5, S.N. 678,154 submitting the Declaration of Use. (Chanel, S.A. - IPG No. 1001-091 - PAD/cb)

Re t/m COMPAGNIE D'ASSURANCE VOYAGEUR & DESIGN, S.N. 766,989 submitting a revised appl'n in response to the March 22, 1995 Office action. (Royal Bank of Canada - IPG No. 1500-904 - PAD/cb)

McGill's Canada	Regional office 5 Place Ville-Marie Room 800 Montreal, Quebec H3B 2G2	tel: (514) 496-1797 Facsimile: (514) 293-2247
McGill's International	Bureau régional 5 Place Ville-Marie Bureau 800 Montréal, Québec H3B 2G2	tél: (514) 496-1797 télécopieur: (514) 293-2247
		
Envelope Scellée Mes	Sentad envelope	Expedition/deposited by: OGILVY, RENAULT 1981 MCGILL COLLEGE SUITE 1100 MONTREAL, QUEBEC H3A 3G1

SCHEDULE

<u>TRADE-MARK</u>	<u>APPLICATION NO.</u>	<u>FILING DATE</u>
RENDEZVOUS	350,640(004)	March 6, 1989
RENDEZVOUS	350,640(005)	May 1, 1990
AVANTAGES 60 CLUB Z & DESIGN	746,093	January 24, 1994
ADVANTAGE 60 CLUB Z & DESIGN	746,094	January 24, 1994
HOCKEY PLAYER & DESIGN	753,462	April 29, 1994
ZELLERS MORE & DESIGN	755,900	May 27, 1994
ZELLERS PLUS & DESIGN	755,901	May 27, 1994
ZELLERS MORE CREDIT CARD	755,902	May 27, 1994
PRIME-CRÉDIT DOLLARS ZELLERS PLUS	755,903	May 27, 1994
CARTE DE CRÉDIT DOLLARS ZELLERS PLUS	755,904	May 27, 1994
ZELLERS MORE CARD DOLLARS	755,905	May 27, 1994
ZELLERS MORE CARD	755,906	May 27, 1994
LOCKER SHOP	756,451	June 3, 1994
ESSENTIAL NEEDS	758,560	July 4, 1994
ZELLERS READING CENTRE	758,610	July 5, 1995
COIN LECTURE ZELLERS	758,611	July 5, 1995
PERFECTLY PETITE & DESIGN	769,268	November 22, 1994

<u>TRADE-MARK</u>	<u>REGISTRATION NO.</u>	<u>APPLICATION NO.</u>
RENDEZVOUS	190,008	350,640
BEAUTIQUE	280,794	492,494
CLUB Z & DESIGN	366,061	581,851
Z CLUB	369,161	577,209
CLUB Z	374,097	558,689
SUN-SATIONS	374,287	638,386
PERMATECH	388,430	658,367
ADVANTAGE 60 ZELLERS & DESIGN	395,673	673,969

<u>TRADE-MARK</u>	<u>REGISTRATION NO.</u>	<u>APPLICATION NO.</u>
CIENNA PLUS	397,878	674,688
LITERIE ETC...DESIGN	400,493	667,849
CLUB Z PLUS & DESIGN	403,209	666,151
MASTERS HOCKEY ZELLERS & DESIGN	428,974	716,155
LES ETOILES DU HOCKEY ZELLERS & DESIGN	435,607	716,143

OGILVY RENAULT

S.E.N.C.

BARRISTERS & SOLICITORS

Consumer and Corporate Affairs CANADA	
Consommation et Corporations CANADA	
3 TO À	JUN 08 1995 3 Reg
File Dossier	755906
Chg'd to	
Remis à	

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, June 8, 1995

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

Re: Trade-mark: ZELLERS MORE CARD
Application No.: 755,906
Applicant: Zellers Inc.
Our File No.: 1695-011 - DIL/cb

Dear Sir:

Referring to the Notice of Allowance issued on May 26, 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 JUN 8 1995

DIL/cb
Enclosure

JT	Lans # T3028	# Lot Batch # 676	Date de trans. Trans Date JUN 13 1995	TPS
TJ				GST
Reference		# Cheque Cheque # 52810	# Cpte client Customer Dep #	
Espèce/Cash	CR	Compte	Montant can	Autre devise
Chèque/Cheque	RC	Account	Cdn Amount	Other Currency
Visa				
Mastercard	01000 -			
Autre dépôt		32301	200'	
Deposit Acct				
Préparé par LONDON PARIS HONG KONG Ottawa	OSLER RENAULT input NEW YORK SINGAPORE		Approuvé par Approved by	SWABEY OGILVY RENAULT MONTRÉAL OTTAWA

OGILVY RENAULT
MONTRÉAL OTTAWA QUÉBEC



Industry Canada

Trade-marks

Ottawa, Canada
K1A 0C9

Industrie Canada

Marques de commerce

Date	26 May / mai 1995
Your Reference-Votre référence	CD/10468.33
File Number-Numéro de dossier	755,906

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

Owner - Propriétaire
ZELLERS INC.,

Trade-mark - Marque de commerce
ZELLERS MORE CARD

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 26 Nov / nov 1995 .

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 26 Nov / nov 1995 .

Registrar of Trade-marks
Registraire des marques de commerce

Canada

PDFF 2 TH PROGRAM - (X08) PCD
APPLICATION NO - DEMAND NO: 755906 000
DILING DATE - DATE DE PRODUCTION: 1994/05/27
FORMALYZED DATE/DATE OFFICIAISATION: Y

APPLICANT - PROPRIETAIRE INSCRIT
ZELIERS INC.,
5700 DE MAISONNEUVE WEST,
MONTREAL,
QUEBEC
H4A 1V6

NAME CARDS :

ZELIERS

AGENT 07179 XREF:CD/10448.33 REP. 07179 XREF:
AGENT ((I)INACTIVE) OR ((A)ACTIVE): A

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

TRADE MARK/MARQUE DE COMMERCE

(WORD MARK)

ZELIERS MORE CARD

DISCLAIMER :

The right to the exclusive use of the word CARD is disclaimed apart
from the trade-mark.

CLASSIFICATIONS :

42 34 35 39 16

MERCHANDISE STANDARD TEXT/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 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.

(C L A) M S :

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

SUBJECT HEADINGS :

ZELIERS MORE CARD
MORE CARD, ZELIERS
CARD), ZELIERS MORE

JAN 17 1995

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

Votre référence Your file
CD/10468.33
Notre référence Our file
755,906

Trade-mark - Marque de commerce
ZELLERS MORE CARD

Applicant - Requérant
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;
P755900; P755902; P755905; P727733; P727824; P730804; P755901; P755903;
P755904; P758610; P758611;

TP.
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

Change of Name or Transfer Changement de nom ou transfert

CERTIFICATION MARK - MARQUE DE CERTIFICATION

DISTINGUISHING GUISE - SIGNE DISTINCTIF

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 réquérant est titulaire de l'enregistrement N°

Associated Marks - Marques liées: *the new report*

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

EDIT SHEETS PROGRAM - IX081_PCD

APPLICATION NO - DEMANDE NO: 755906 000

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

FORMALIZED DATE/DATE OFFICIALISATION: Y

APPLICANT - PROPRIETAIRE INSCRIT

ZELLERS INC.,

5100 DE MAISONNEUVE WEST,

MONTREAL,

QUEBEC

H4A 1Y6

NAME CARDS :

ZELLERS

AGENT 07179 XREF: CD/10468.33

REP. 07179 XREF:

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

GOUDREAU GAGE DUBUC & MARTINEAU WALKER

TOUR DE LA BOURSE

800 PLACE-VICTORIA

BUREAU 3400

MONTREAL

QUEBEC

H4Z 1E9

TRADE MARK/MARQUE DE COMMERCE

(WORD MARK)

ZELLERS MORE CARD

MERCHANDISE STANDARD TEXT/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 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.

C L A I M S :

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

SUBJECT HEADINGS :

ZELLERS MORE CARD

MORE CARD, ZELLERS

CARD, ZELLERS MORE

755 906

CANADA

TRADE-MARKS ACT

APPLICATION FOR REGISTRATION

OF 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:

ZELLERS MORE CARD

2a. The applicant disclaims the right to the exclusive use of **CARD** 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 27th day of May 1994 and amended this 21st day of November 1994.

ZELLERS INC.

Goudreau Gage Dubuc

Per: *J 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

Stock Exchange Tower
800 Place-Victoria
Suite 3400
Montreal, Canada H4Z 1E9

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

PLEASE TELEPHONE: (514) 397-7605
YOUR REF: 755,906
OUR REF: CD/10468.33

November 21, 1994

BY HAND

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

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

Commission et Affaires commerciales Consumer and Corporate Affairs	
CANADA	
5	NOV 21 1994
TO	X
File Dossier	755906
Chg'd. to	
Remis à	

RE: Trade-Mark : ZELLERS MORE CARD
Applicant : Zellers Inc.
Application number : 755,906

Dear Sir:

Further to the examiner's report dated October 26, 1994, please find enclosed herewith, a revised application for registration in which we included the disclaimer to the word CARD.

Yours truly

**GOUDREAU GAGE DUBUC
& MARTINEAU WALKER**


Chantal Desjardins

CD/nb
p.j.

IMRO

NOV 24 1994

APPLICANT — REQUÉRANT

TRADE-MARK — MARQUE DE COMMERCE

ZELLERS MORE CARD

CD/10468.33

GOUDREAU GAGE DUBUC & MARTINEAU WALKER,
TOUR DE LA BOURSE,
800 PLACE-VICTORIA,
BUREAU 3400,
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, 755906.



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 MARQUÉES D'UNE CROIX

- 1. The mark is considered to be primarily merely the... of an individual who is living or who has died within the preceding thirty years...
2. The mark contravenes the provisions of section 12 (1)(b) since it is considered to be clearly descriptive or deceptively misdescriptive of the...
3. In view of the provisions of section 12 (1)(d), the mark does not appear to be registrable because it is confusing with the registered trade-mark(s)...
4. Any comments you may wish to submit will receive consideration.
5. IF NO OBJECTION HAD BEEN RAISED TO THE REGISTRATION OF THE SUBJECT MARK APPLICANT WOULD HAVE BEEN REQUIRED TO COMPLY WITH THE FOLLOWING:
6. The wares/services designated as:
7. Applicant is required to disclaim the right to the exclusive use of CARD apart from the trade-mark, in compliance with sections 12(1) (B) and 35.
8. A revised application is required.
9. Drawings filed with this application are not suitable for reproduction in the trade-marks journal. Four new drawings are required meeting the requirements of rule 32.
10. drawings are required, (rule 32 refers). In addition, if there is a negative of drawing available, please submit in order to facilitate preparation of the trade-marks journal.
11. specimens are required. Rule 33 refers.
12. "The prescribed completion fee of \$50.00 is required."
13. A certified copy of the registration to issue from application no.: dated Y M D is required in compliance with the provisions of section 31 (1)
14. A certified copy of the registration no.: dated Y M D is required in compliance with the provisions of section 31 (1)
15. "The prescribed fee of \$50.00 for each certified copy is required."
16. Please confirm that the applicant is a legal entity.
17. OTHER AUTRE

TRADE MARK	APPL 'N/REGN	WARES/SERVICES	OWNER	COMMENTS
ZELLERS MORE & DESIGN (CLUB Z) (DIAMOND) (G) (SUN & RAYS)	HS 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 MORE CREDIT CARD	HS 755902	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	HS 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	
WOODWARD'S	260262 TMA 133746	WARES: (1) Household linen namely, bedding, blankets and towels. (2) Men's, women's, girls' and boys' clothing, namely, suits, coats, sweaters, pants, jackets, shirts, and blouses. (3) Men's, women's, girls' and boys' shoes, slippers and overshoes. (4) Men's, women's, girls' and boys' hosiery. (5) Men's, women's, boys' and girls' underwear, and women's foundation garments. (6) Women's clothing accessories, namely, scarves, hats, handbags and gloves. (7) Household furniture, namely, living room, dining room and bedroom suites, and mattresses, table and floor lamps. (8) Floor coverings, namely, carpets, linoleum, underfelt and tiles. (9) Drapes and drapery accessories, curtains and chesterfield covers. (10) Canned and frozen food, namely, fish, meat, vegetable, fruit and juice; bakery products, namely, bread, buns, biscuits and cakes; dairy products, namely, butter, milk, eggs and cheese; staple groceries; dried and fresh fruit; coffee and tea; spices; chocolates, boxed candies, bulk candies and Christmas crackers. (11) Tools, namely, power tools, garden tools and lawn mowers. (12) Roofing materials. (13) Plumbing fixtures, namely, bath tubs, toilets and wash basins. (14) Garden supplies, namely, fertilizers, seeds and peat moss. (15) Textile piecegoods. (16) Knitting wool, tapestry and needlework materials. (17) Paints, varnishes, lacquers and turpentine. (18) Household china.	ZELLERS INC., 5100 DE MAISONNEUVE AVE. OUEST, MONTREAL, Quebec H4A 1Y6	REGISTRABILITY RECOGNIZED UNDER TMA SECTION 12(2) (DISTINCTIVE). RESTRICTIONS FOR USE: Registration restricted to the Provinces of British Columbia and Alberta.

(19) Flat and hollow ware, made from non-precious metals. (20) Gift items, namely, pictures, plaques and artificial flowers; clocks and watches; precious and semi-precious jewellery. (21) School supplies, namely, typewriters, stationery, pens, briefcases, and notions. (22) Kitchen utensils. (23) Domestic stoves, heaters, radios, records, television and hi-fidelity sets. (24) Sport equipment and sport clothing, namely, golf clubs, balls, bags, carts, women's and men's gloves, shoes and jackets; skis, ski poles, women's and men's jackets, sweaters, trousers, boots, gloves, mittens and caps; skates for women, men, boys and girls; footballs, helmets, shoulder pads, kidney pads, men's and boys' boots, trousers and sweaters; hockey sticks, gloves, shoulder pads, shin guards, elbow pads, head gear, athletic supports, ankle supports, face and mouth guards, goal pads and body protectors, pucks, men's and boys' pants, sweaters, stockings and togues; basketballs; baseball gloves, bats, balls and masks; fishing tackle. (25) Cameras, films, flashbulbs, and accessories therefor. (26) Metal, plastic and wheeled toys. (27) Automobile accessories, namely, gasoline, oil, tires, mufflers, brake fluid, batteries, anti-freeze, filters and shock absorbers. (28) Cosmetics. (29) Optical goods sold in retail store optical departments namely spectacles, lenses and contact lenses, and carrying cases and cleaners and polishers for such wares.

SERVICES:

(1) Department store operation. (2) Automotive service station operation. (3) Shopping center and shopping mall operation and provision and servicing of concession space in department stores, shopping centers and shopping malls for separate retail businesses and retail services. (4) Operation of stores for sale of medical drugs and filling medical prescriptions. (5) Food store operation and catering services. (6) Book store operation. (7) Operation of an optical department in retail stores. (8) Operation of a travel agency department in retail stores. (9) Operation of a department providing insurance and financial services in retail stores.

DEVELOPPEMENT DE PHOTOS
PARFAITES; DESSIN

(ZELLERS)
(RAINBOW)
(SEAL OF QUALITY)

529981 SERVICES:
TMA 306648 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 WARES:
TMA 338696 (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.

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

(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 bottles. (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.

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.

ZEDDY C A R E & DESIGN

582095 WARES:
TMA 340225 Baby oil, shampoo, petroleum jelly, cotton balls,
cotton swabs, towels.

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

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

ZELLERS CRAFTIME

(TIME, 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

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 1Y6

The 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 & 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 1Y6

The right to the
exclusive use of the
word PORTRAIT and the
word STUDIO is
disclaimed apart from
the trade-mark.

TUNA THON & DESIGN

(TASTY TUNA CHUNKS SAVOUREUX
THON EN MORCEAUX)
(OVALS)
(RECTANGLE)

708768 WARES:
TMA 426011 (1) Tuna.

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

THE RIGHT TO THE
EXCLUSIVE USE OF ALL
READING MATTER IS
DISCLAIMED APART FROM
THE TRADE MARK.

(LABEL)

LES ETOILES DU HOCKEY ZELLERS &
DESIGN(HOCKEY STICKS)
(CIRCLES-CONCENTRIC)
(STARS-5 POINTED)

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 1Y6ADVERTISED: 01
DEC/DEC 1993
THE RIGHT TO THE
EXCLUSIVE USE OF THE
WORD "HOCKEY" IS
DISCLAIMED APART FROM
THE TRADE MARK.MASTERS OF HOCKEY ZELLERS &
DESIGN(HOCKEY STICKS)
(CIRCLES-CONCENTRIC)
(STARS-5 POINTED)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 1Y6THE RIGHT TO THE
EXCLUSIVE USE OF THE
WORD "HOCKEY" IS
DISCLAIMED APART FROM
THE TRADE MARK.

CLUB Z EXTRA & DESIGN

(RECTANGLE)
(DIAMOND)
(CIRCLES-CONCENTRIC)
(RIBBON)
(MORE REWARDING EVERYDAY)719650 SERVICES:
TMA 422399(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 1Y6The 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.

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 1Y6ADVERTISED: 02
FEB/FEV 1994 The
right to the
exclusive use of the
words CENTRE and
VISUEL is disclaimed
apart from the trade
mark.

ZELLERS VISION CENTER

727824 WARES:

ZELLERS INC.,

ADVERTISED: 02

94/09/10. 15.33.27. /.. 5

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

5100 DE MAISONNEUVE QUEST,
MONTREAL, Quebec H4A 1Y6

FEB/FEV 1994
THE RIGHT TO THE
EXCLUSIVE USE OF THE
WORD "CENTER" 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 OPTICAL

730804 WARES:

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

ZELLERS INC.,
5100 DE MAISONNEUVE QUEST,
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.

SERVICES:

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

ZELLERS PLUS & DESIGN

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

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

rental companies, insurance companies, direct mail products, grocery companies, telecommunication companies, card registration services.

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

PRIME-CREDIT DOLLARS ZELLERS PLUS

755903 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.

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

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 READING CENTRE

758610 WARES:

ZELLERS INC.,

		(1) Best sellers lists, book marks, books.	5100 DE MAISONNEUVE BOULEVARD WEST, MONTREAL, Quebec H4A 1Y6	
		SERVICES: (1) Exploitation of book shops.		
COIN LECTURE ZELLERS	758611	WARES: (1) Best sellers lists, book marks, books.	ZELLERS INC., 5100 DE MAISONNEUVE BOULEVARD WEST, MONTREAL, Quebec H4A 1Y6	
		SERVICES: (1) Exploitation of book shops.		
THE GREEN CARD	457294 TMA 261065	SERVICES: Banking services.	THE TORONTO-DOMINION BANK, P.O. BOX 1, TORONTO-DOMINION CENTRE, TORONTO, Ontario M5K 1A2	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
ESSD SAFE-CARD SERVICES	490915 TMA 286724	SERVICES: Credit card protection services.	IMPERIAL OIL LIMITED, 111 ST. CLAIR AVENUE WEST, TORONTO, Ontario M5W 1K3	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "SAFE-CARD SERVICES" IS DISCLAIMED APART FROM THE TRADE MARK.
MONEY MACHINE CARD	501265 TMA 302868	SERVICES: Deposit, withdrawal and related services associated with automated teller machines.	CENTRAL GUARANTY TRUST COMPANY 1801 Hollis Street P.O. Box 2343 Halifax, Nova Scotia B3J 3C8	The right to the exclusive use of the word MONEY is disclaimed apart from the trade mark; the right to the exclusive use of the word MACHINE is disclaimed apart from the trade mark and the right to the exclusive use of the word CARD is disclaimed apart from the trade mark.
SMART CARD	537030 TMA 357417	WARES: Plastic membership cards.	GROUPMARK CANADA LIMITED, 480 UNIVERSITY AVENUE, SUITE 1100, TORONTO, Ontario M5G 1V2	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
		SERVICES: Travel benefit services.		

MASTER CARD. IT'S MORE THAN A
CREDIT CARD, IT'S SMART MONEY

(MASTER CARD.
IT IS MORE THAN A CREDIT CARD.
IT IS SMART MONEY)

735219 SERVICES:
(1) Financial services, namely providing credit
cards, debit cards and charge cards, travellers
cheques, cash disbursements, and transaction
authorization and settlement services.

MASTERCARD INTERNATIONAL
INCORPORATED, A DELAWARE
CORPORATION,
888 SEVENTH AVENUE,
NEW YORK, NEW YORK 10106,
United States of America

ADVERTISED: 23
MAR/MARS 1994
ALLOWANCE WITHHOLDING. The
right to the
exclusive use of the
words CREDIT CARD and
MONEY is disclaimed
apart from the trade
mark.

THE PLATINUM CARD

518736 SERVICES:
(1) Charge card services; travelers cheque services,
namely the issuance and redemption of travelers
cheques; money order services, namely the issuance
and redemption of money orders; remittance services,
namely the transfer of funds abroad by mail,
telegraph and cable; monetary exchange services,
namely the purchase and sale of domestic and foreign
moneys; insurance brokerage services, namely the sale
and service of trip (accident and baggage) insurance; travel agency services; touring services, namely arranging and
conducting tours, providing guides and other assistance to tourists.

AMERICAN EXPRESS COMPANY,
AMERICAN EXPRESS TOWER C,
WORLD FINANCIAL CENTER,
NEW YORK, NEW YORK 10285,
United States of America

ADVERTISED: 09
MAR/MARS 1994
IN OPPOSITION
THE RIGHT TO THE
EXCLUSIVE USE OF THE
WORD "CARD" IS
DISCLAIMED APART FROM
THE TRADE MARK.

PLATINUM CARD

521814 SERVICES:
(1) Charge card services; namely, charge privileges
for the purchase of goods and services at
participating establishments.

AMERICAN EXPRESS COMPANY,
AMERICAN EXPRESS PLAZA,
NEW YORK, NEW YORK 10004,
United States of America

ADVERTISED: 09
MAR/MARS 1994
IN OPPOSITION

THE SCORE CARD

697482 SERVICES:
TMA 422221 (1) Provide a discount service through a discount
card entitling the holder to discounts at
participating restaurants, hotels and retail outlets
which include car rentals, photographic stores,
martial art studios, travel agencies, cleaners,
haircutting to weight clinics.

SCORE PROMOTIONS INC.,
1801 TATTERSALL WAY,
MISSISSAUGA, Ontario L5M 3N7

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

CALLING CARD

458613 SERVICES:
TMA 283025 Telecommunication services namely, providing general
telephone services to customers who charge the cost
of such services to authorized account numbers.

BELL CANADA
1050 Beaver Hall Hill
Suite 1500
Montreal, Quebec H2Z 1S4

CALLING CARD

472614 SERVICES:
TMA 285112 Telecommunication services namely, providing general
telephone services to customers who charge the cost
of such services to authorized account numbers.

BELL CANADA
1050 Beaver Hall Hill
Suite 1500
Montreal, Quebec H2Z 1S4

The words WESTERN HOME CARD and

447738 SERVICES:

KEN-HRI MORTGAGE CORPORATION,

design. (HD) (HOMECAR, WESTERN) (WESTERN HOMECARD)	TMA 254568	Residential mortgages - conventional and high ratio insured.	#402 - 2631 28th Avenue, Regina, Saskatchewan S4S 6X3	
SELLER DIRECT	719732	SERVICES: (1) Real estate services namely, real estate agent, brokerage, dealership, and management services.	SELLER DIRECT REAL ESTATE INC., 231 VARSITY ESTATES GROVE NORTHWEST, CALGARY, Alberta T3B 4C8	ADVERTISED: 01 JUN/JUIN 1994 THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "SELLER" IS DISCLAIMED APART FROM THE TRADE MARK.
ROYAL BANK CLIENT CARD; DESIGN (BANQUE ROYALE CARTE DU CLIENT) (CREDIT CARD) (LION) (GLOBE) (CROWN) (FLEUR DE LYS)	470847 TMA 269146	SERVICES: Banking services.	ROYAL BANK OF CANADA BANQUE ROYALE DU CANADA 1 PLACE VILLE MARIE, MONTREAL, Quebec	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "BANK, BANQUE, CLIENT CARD & CARTE DE CLIENT" IS DISCLAIMED APART FROM THE TRADE MARK.
DAY & NIGHT CARD; DESIGN (CHARACTER-AMPERSAND) (SUN & RAYS) (ROSN)	490218 TMA 299898	SERVICES: Services bancaires.	BANQUE NATIONALE DU CANADA - NATIONAL BANK OF CANADA, 600 RUE DE LA GAUCHETIERE OUEST, MONTREAL, Quebec H3B 4L2	THE RIGHT TO THE EXCLUSIVE USE OF ALL READING MATTER IS DISCLAIMED APART FROM THE TRADE MARK.
GOLD CARD	447832 TMA 249707	SERVICES: Financial services including cash advances, cheque cashing, issuance of travellers' cheques and consumer charge privileges.	AMERICAN EXPRESS COMPANY American Express Plaza New York, New York 10004 United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
THE SILVER CARD	547995	WARES: (1) Discount card for use by senior citizens. SERVICES: (1) Promoting of wares and services of others and providing discounts on wares and services of others to senior citizens through the use of discount cards.	SENIORS TODAY PUBLICATIONS LIMITED, 11 - 395 BERRY STREET, WINNIPEG, Manitoba R3J 1N6	ADVERTISED: 11 JUN/JUIN 1986 THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
DISCOVER CARD	540707 TMA 331566	SERVICES: Credit card services and financial and insurance services incidental to the issuance of credit cards.	NOVUS CREDIT SERVICES INC., (A DELAWARE CORPORATION), 2500 LAKE COOK ROAD,	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS

COMMERCE CONVENIENCE CARD	442305 TMA 256120	SERVICES: Banking services.	RIVERWOODS, ILLINOIS, United States of America	DISCLAIMED APART FROM THE TRADE MARK.
ESSO BUSINESS CARD	497210 TMA 297493	SERVICES: Operation of credit card services.	CANADIAN IMPERIAL BANK OF COMMERCE, Commerce Court, Toronto, Ontario M5L 1A2	THE RIGHT TO THE EXCLUSIVE USE OF "the words COMMERCE and CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
CAREER BLAZERS	757295	SERVICES: (1) Management services, namely personnel recruitment and placement services.	IMPERIAL OIL LIMITED, 111 ST. CLAIR AVENUE WEST, TORONTO, Ontario M5W 1K3	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
TOTAL CARD	512927 TMA 306953	SERVICES: Banking services, namely the services involved in the deposit, withdrawal and transfer of funds from accounts and the provision of balance information.	MR. WILLIAM LEWIS, 79TH STREET BOAT BASIN, NEW YORK, NEW YORK 10024, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
CAREER BLAZERS	568890 TMA 335860	SERVICES: Management services, namely personnel recruitment and placement services.	NATIONAL TRUST COMPANY/COMPAGNIE TRUST NATIONAL, 21 KING STREET EAST, 10TH FLOOR, TORONTO, Ontario M5C 1B3	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CAREER" IS DISCLAIMED APART FROM THE TRADE MARK.
MORE FOR LESS	749415	SERVICES: (1) Grocery store and supermarket services.	WILLIAM LEWIS, 500 5TH AVENUE, NEW YORK, NEW YORK 10036, United States of America	ADVERTISED: 21 SEP/SEPT 1994
TOP CARD; DESIGN (ARROW)	473549 TMA 282215	SERVICES: Services of a discount card association, namely a membership association having business members and consumer members, the business members being listed in a directory and offering a discount to consumer	GREAT PACIFIC INDUSTRIES INC., 1600 - 1055 WEST HASTINGS STREET, VANCOUVER, British Columbia V6E 2H2	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.

card holders.

TOP CARD	473564 TMA 282214	SERVICES: Services of a discount card association, namely a membership association having business members and consumer members, the business members being listed in a directory and offering a discount to consumer card holders.	TAVARES PUBLICATIONS LIMITED, 1279 DUNDAS STREET WEST, TORONTO, Ontario	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
THE CARD; DESIGN	462765 TMA 268221	SERVICES: Advertising services and providing discounts on goods and services for others for cash payment of such goods and services.	THE DAILY DISCOUNT CARD LTD., 477 MAIN STREET, GATINEAU, Quebec J8P 5L1	
PRINCIPAL CASH MANAGEMENT CARD; DESIGN	468219 TMA 272023	SERVICES: Investment contracts and services relative thereto; services relative to sale, issuance and servicing of mutual fund plans; services relative to the purchase and sale of shares and other securities; services relative to the issuance, sale and servicing of guaranteed investment certificates issued by a trust company; services relative to the deposit of money; services relative to the lending of money; services relative to the issuance and servicing of credit utilizing credit cards.	PRINCIPAL MUTUAL LIFE INSURANCE COMPANY 711 High Street Des Moines, Iowa 50309 United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CASH and MANAGEMENT CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
EVERYTHING FOR A DOLLAR OR MORE STORE & DESIGN	672844	SERVICES: (1) Retail store services namely, marketing of discount merchandise of various kinds and sundry household and consumer products.	EVERYTHING FOR A DOLLAR STORE (CANADA) INC., 1001 DENISON, SUITE 201, MARKHAM, Ontario L3R 2Z6	ADVERTISED: 03 JUN/JUIN 1992 The right to the exclusive use of the words EVERYTHING, DOLLAR and STORE is disclaimed apart from the trade mark.
BUILD-A-CARD	431932 TMA 249004	SERVICES: Financial and credit card services.	ALLOTT LIMITED 120 Eglinton Avenue Toronto, Ontario M4P 1E5	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
EVERYTHING FOR A DOLLAR OR MORE STORE & DESIGN (RECTANGLE)	672848	SERVICES: (1) Retail store services namely, marketing of discount merchandise of various kinds and sundry household and consumer products.	EVERYTHING FOR A DOLLAR STORE (CANADA) INC., 1001 DENISON, SUITE 201, MARKHAM, Ontario L3R 2Z6	ADVERTISED: 01 APR/AVR 1992 The right to the exclusive use of the words EVERYTHING, DOLLAR and STORE is disclaimed apart from

EVERYTHING FOR A DOLLAR OR MORE STORE & DESIGN	672852	SERVICES: (1) Retail store services namely, marketing of discount merchandise of various kinds and sundry household and consumer products.	EVERYTHING FOR A DOLLAR STORE (CANADA) INC., 3075-14TH AVENUE, SUITE 226, MARKHAM, Ontario L3R 0G9	the trade mark. ADVERTISED: 01 APR/AVR 1992 The right to the exclusive use of the words EVERYTHING, DOLLAR and STORE is disclaimed apart from the trade mark.
(CIRCLE) (RIBBON)				
EVERYTHING FOR A DOLLAR OR MORE STORE & DESIGN	673369	SERVICES: (1) Retail store services namely, marketing of discount merchandise of various kinds and sundry household and consumer products.	EVERYTHING FOR A DOLLAR STORE (CANADA) INC., 1001 DENISON, SUITE 201, MARKHAM, Ontario L3R 2Z6	ADVERTISED: 18 MAR/MARS 1992 The right to the exclusive use of the words EVERYTHING, DOLLAR and STORE is disclaimed apart from the trade mark.
(RIBBON) (CIRCLE) (RECTANGLE)				
RENO CARD	719115	SERVICES: (1) Providing for a price discount in favour of the registered holder of the Card with respect to renovation products sold by the Applicant to the registered owner of the Card.	THORNHILL BUILDING SUPPLY LIMITED, 361 JOHN STREET, THORNHILL, Ontario L3T 4A5	ADVERTISED: 03 NOV/NOV 1993 IN OPPOSITION
BUSINESS CARD	497209 TMA 298392	SERVICES: Operation of credit card services.	IMPERIAL OIL LIMITED, 111 ST. CLAIR AVENUE WEST, TORONTO, Ontario M5W 1K3	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
MOORE RESPONSE MARKETING SERVICES	673116	SERVICES: (1) Advertising and direct marketing services.	MOORE CORPORATION LIMITED, C/O MOORE BUSINESS FORMS, INC., 300 LANG BOULEVARD, GRAND ISLAND, NEW YORK 14072, United States of America	
THE SAVINGS CARD	470020 TMA 271204	SERVICES: Promoting the goods and services of others by arranging for discounts for card bearing members.	THE LAST MINUTE CLUB INC. 1300 Don Mills Road Don Mills, Ontario M3B 2W6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
CAPITAL CARD	532560	WARES:	CARTE CAPITALE INC.	THE RIGHT TO THE

	TMA 308933	Carte budget-escompte ou carte de débit. SERVICES: Planification, la budgétisation et le suivi des dépenses pour l'achat de produits ou de services rattachés à l'automobile.	625, rue Saint-Amable Quebec, Quebec G1R 2G5	EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
CARELLO & DESIGN (LAMP)	345498 TMA 200296	WARES: Headlights, direction indicators for motor vehicles and switching arrangement therefor, flash lights, fog lamps, cigar lighters, headlights, headlamps, signalling lights for motor vehicles, lighting fixtures for land, air and water locomotion vehicles, lighting switches, switches, electrical windshield wipers and windshield washers, oil filters, air cleaners for motor vehicles.	CARELLO S.p.A. Corso Unione Sovietica 600 10135 Turin, Italy	
The words ASSIST-CARD and Design (AC) (GLOBE)	426572 TMA 251692	SERVICES: Integrated travellers assistance services, namely rendering to travellers medical assistance, legal assistance, financial assistance, transportation assistance and general assistance such as may be required by travellers in the event of emergencies such as loss of travel documents or tickets.	NICOLAS KEGLEVICH, Viamonte 640, Buenos Aires, Argentina	THE RIGHT TO THE EXCLUSIVE USE OF "the words ASSIST and CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
SERCEL DESIGN (CELL, SER) (S)	419329 TMA 234027	WARES: Electronic apparatus for field seismic prospection; devices for controlling artificial seismic shocks, devices for collecting seismic signals, for analog pre-processing of such signals, for analog to digital conversion thereof, for recording the digital data, and for playback of seismic signals from such digital data; digital processing devices of the recorded digital data; electronic apparatus for field electric or electromagnetic prospection; DC or AC sources, electrodes, and interconnecting circuits therefor, devices for collection and recording signals from earth DC or AC signals; devices for preprocessing of such signals; devices for displaying such signals; radionavigation systems; transmitters, receivers, transmitters-receivers, receivers-transmitters and associated devices for ambiguity resolution and/or corrections; displaying or processing devices for association to radionavigation receivers; digital data acquisition systems; digital process-control or regulation systems; electronic apparatus for displaying results of digital data processing on film or paper, with large scale and velocity of operation; electronic circuitry for telemeters using electromagnetic or infra-red radiation, and/or for theodolites; electronic devices for angle measurement; digital angle coders; electronic position-deceptor devices.	SOCIETE D'ETUDES, RECHERCHES ET CONSTRUCTIONS ELECTRONIQUES - SERCEL Avenue de Bel Air 44470 Carquefou, France	
THE CARD FOR PEOPLE GOING PLACES	494195 TMA 283553	SERVICES: Travel services, namely airline, bus and rail transportation, hotel and meal reservations, car rental and credit card services.	AIR CANADA, 1 PLACE VILLE MARIE, MONTREAL, Quebec H3B 3P7	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
AMERICAN EXPRESS & CARD DESIGN	548852	SERVICES:	AMERICAN EXPRESS COMPANY,	THE RIGHT TO THE

(MAN'S HEAD-PORTRAIT-ROMAN)	TMA 341137	(1) Charge card services, namely: the extension of charge privileges and/or credit to applicant's cardholders for the purchase of goods and services from establishments, domestic and foreign, which have agreed to honor applicant's charge cards and arranging for the subsequent payment for such purchased goods and services. (2) Financial services, namely: the issuance and redemption of travellers cheques, and of money orders, the transfer of funds abroad by mail, telegraph and cable and the purchase and sale of domestic and foreign moneys. (3) Financial services, namely: the rendering of automated financial services to authorized cardholders through automated devices or terminals. (4) Insurance brokerage services, namely: the sale and service of travel (accident and baggage) insurance. (5) Travel arrangement services, namely, re-confirmation of airline tickets, re-routing/re-issuing of airline tickets, re-validation/changing of reservations, car rental reservations, hotel reservations, sight-seeing arrangements. (6) Travel assistance services to applicant's cardholders. (7) Charging purchases at subscribing establishments and making collections for such purchases through central systems.	WORLD FINANCIAL CENTER, AMERICAN EXPRESS TOWER C, NEW YORK, NEW YORK 10285, United States of America	EXCLUSIVE USE OF "the representation of the card" IS DISCLAIMED APART FROM THE TRADE MARK.
AMERICAN EXPRESS & CARD DESIGN (GOLD CARD) (MAN'S HEAD-PORTRAIT-ROMAN)	548854 TMA 341336	SERVICES: (1) Charge card services, namely: the extension of charge privileges and/or credit to applicant's cardholders for the purchase of goods and services from establishments, domestic and foreign, which have agreed to honor applicant's charge cards and arranging for the subsequent payment for such	AMERICAN EXPRESS COMPANY, WORLD FINANCIAL CENTER, AMERICAN EXPRESS TOWER C, NEW YORK, NEW YORK 10285, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF "the representation of the card" IS DISCLAIMED APART FROM THE TRADE MARK.
MAX CARD; DESIGN (RECTANGULAR SHAPED FIGURE)	486492 TMA 282826	WARES: Credit cards and bank account access cards. SERVICES: Services carried on by a chartered bank.	BANK OF MONTREAL Law Department First Canadian Place Box 1 Toronto, Ontario M5X 1A1	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
LOUISVILLE SPORTS CARD (VILLE, LOUIS (LOUISVILLE SPORTS CARD))	752929	WARES: (1) Booklets containing information about products, special product offers and coupons to obtain discounts on products and services.	HILLERICH & BRADSBY OF CANADA LIMITED, 14 ARNOLD STREET, WALLACEBURG, Ontario N8A 3P4	
		SERVICES: (1) Consumer affinity program that entitles members of the program to obtain discounts and rebates from suppliers who participate in the program; entertainment services namely celebrity endorsements. (2) Marketing promotions in the form of contests, television advertising, radio advertising, newspaper advertising, magazine advertising, direct mail, all of which are in relation to a consumer affinity program.		

IT'S NOT CREATIVE UNLESS IT SELLS	558301 SERVICES: TMA 322965 Advertising agency services.	D'ARCY MASIUS BENTON & BOWLES CANADA INC., 2 BLOOR STREET WEST, TORONTO, Ontario M4W 3R3	THE RIGHT TO THE EXCLUSIVE USE OF "the representation of the card" IS DISCLAIMED APART FROM THE TRADE MARK.
AMERICAN EXPRESS & CARD DESIGN (MAN'S HEAD-PORTRAIT-ROMAN) (PERSONAL CARD)	548853 SERVICES: TMA 341695 (1) Charge card services, namely: the extension of charge privileges and/or credit to applicant's cardholders for the purchase of goods and services from establishments, domestic and foreign, which have agreed to honor applicant's charge cards and arranging for the subsequent payment for such purchased goods and services. (2) Financial services, namely: the issuance and redemption of travellers cheques, and of money orders, the transfer of funds abroad by mail, telegraph and cable and the purchase and sale of domestic and foreign moneys. (3) Financial services, namely: the rendering of automated financial services to authorized cardholders through automated devices or terminals. (4) Insurance brokerage services, namely: the sale and service of travel (accident and baggage) insurance. (5) Travel arrangement services namely, re-confirmation of airline tickets, re-routing/re-issuing of airline tickets, re-valuation/changing of reservations, hotel reservations, car rental reservations, sight-seeing arrangements. (6) Travel assistance services to applicant's cardholders.	AMERICAN EXPRESS COMPANY, WORLD FINANCIAL CENTER, AMERICAN EXPRESS TOWER C, NEW YORK, NEW YORK 10285, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF "the representation of the card" IS DISCLAIMED APART FROM THE TRADE MARK.
STRESS CONTROL BIOFEEDBACK CARD (FEEDBACK, BIO)	525150 WARES: TMA 303791 Stress testing cards which operate by the reaction of liquid crystals to body heat.	SPC CENTER INC. (A CALIFORNIA CORPORATION) 11949 Jefferson Boulevard Suite 104 Culver City, California 90230 United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
401 SQUADRON ESCADRILLE & DESIGN (NUMERALS-401) (MORS CELERRIMA HOSTIBUS) (CROWN) (MAPLE LEAVES) (SHEEP'S HEAD)	902682 PROHIBITED MARK	DEPARTMENT OF NATIONAL DEFENCE 101 Colonel By Drive Ottawa, Ontario K1A 0K2	Sec. 9(1)n(i) Military. ADVERTISED: 26 FEB/FEV 1986
SUPER-CARD; DESIGN (SIGN)	417344 WARES: TMA 271815 Advertising signs.	UNIVERSAL LAMINATIONS LIMITED, SOMETIMES DOING BUSINESS AS UNILAM MARKETING SERVICES, 59 BARRYDALE CRESCENT, DON MILLS, Ontario M3B 3E3	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "SUPER and CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
EMERALD CARD	563406 SERVICES: TMA 330292 Banking services and credit card services.	THE TORONTO-DOMINION BANK, P.O. BOX 1, TORONTO-DOMINION CENTRE,	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS

EMERALD CARD	563406-001 TMA 330292	SERVICES: (1) Insurance services.	TORONTO, Ontario M5K 1A2	DISCLAIMED APART FROM THE TRADE MARK.
SERVICE CARD & DESIGN (CARD, PHH SERVICE) (QUADRILATERAL)	405749 TMA 231426	SERVICES: Financing services related to the leasing, maintenance and operation of automobiles and other automotive equipment provided for holders of applicant's service card.	THE TORONTO-DOMINION BANK, P.O. BOX 1, TORONTO-DOMINION CENTRE, TORONTO, Ontario M5K 1A2	ADVERTISED: 09 DEC/DEC 1992 PENDING.
LET ME TALK YOUR DOLLARS INTO HAVING MORE CENTS	443347 TMA 244993	SERVICES: Auctioneering services.	PHH CORPORATION 11333 McCormick Road Hunt Valley, Maryland, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "SERVICE CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
MOORE SERVICES DE COMMUNICATIONS D'AFFAIRES	686298	SERVICES: (1) Printing and data processing.	HENRY FRIESEN doing business as FRIESEN'S AUCTIONEERING c/o General Delivery Grunthal, Manitoba	ADVERTISED: 15 JUN/JUIN 1994 The right to the exclusive use of the words SERVICES and AFFAIRES is disclaimed apart from the trade-mark.
METRI-CARD & DESIGN (TAPE MEASURE)	417341 TMA 239144	WARES: Advertising signs.	MOORE CORPORATION LIMITED, C/O MOORE BUSINESS FORMS, INC., 300 LANG BOULEVARD, GRAND ISLAND, NEW YORK 14072, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
ASSURE CARD	634410 TMA 372789	WARES: (1) Identification cards. SERVICES: (1) Operation of a point-of-service network and system for health care claims processing.	UNIVERSAL LAMINATIONS LIMITED 59 Darydale Crescent Don Mills, Ontario M3B 3E3	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
ASSURE CARD & DESIGN (A)	634956 TMA 372496	WARES: (1) Identification card. SERVICES:	S.N.S. SHARED HEALTH NETWORK SERVICES LTD., 2375 SKYMARK AVENUE, MISSISSAUGA, Ontario L4W 4Y6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
			S.N.S. SHARED HEALTH NETWORK SERVICES LTD., 2375 SKYMARK AVENUE, MISSISSAUGA, Ontario L4W 4Y6	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.

		(1) Operation of a point-of-service network and system for health care claims processing.		THE TRADE MARK.
ID CARD & DESIGN (CARD, IDEE)	316881 TMA 174959	WARES: Cards suitable for personal identification, credit and the like.	R. L. CRAIN LIMITED P. O. Box 392 Ottawa, Ontario	THE RIGHT TO THE EXCLUSIVE USE OF "the letters ID and of the word CARD and of the phonetic equivalents thereto" IS DISCLAIMED APART FROM THE TRADE MARK.
GO CARD	544369 TMA 321837	SERVICES: Travel agency services.	ENCORE MARKETING INTERNATIONAL, INC. SUITE 100, 4501 FORBES BOULEVARD, LANHAM, MARYLAND 20706, United States of America	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "CARD" IS DISCLAIMED APART FROM THE TRADE MARK.
(RESU-CARD) & DESIGN (CHARACTERS-BRACKETS)	632152 TMA 367779	SERVICES: (1) Writing, editing, word processing, typing, typesetting, and printing of résumés for others to customers' specifications; employment counselling services for others, writing text, word processing, typing, typesetting, and printing of business cards for others to customers' specifications; creating graphic designs and logos for others to customers' specifications.	HOWARD EARLE HALPERN, 300 ANTIBES DRIVE, APARTMENT 1709, WILLOWDALE, Ontario M2R 3N8	
BONUS CARD	417081 TMA 269706	SERVICES: Promoting the goods or services of others by providing cards for issuance to their customers which card, when marked to indicate a designated total value of goods or services purchased by the holder, entitles the holder to a gift.	EDDIE SARGENT PROMOTIONS LTD., 126 - 14TH STREET WEST, OWEN SOUND, Ontario N4K 3X7	REGISTRABILITY RECOGNIZED UNDER TMA SECTION 12(2) (DISTINCTIVE).
BONUS DIVIDEND CARD	417082 TMA 269707	SERVICES: Promoting the goods or services of others by providing cards for issuance to their customers which card, when marked to indicate a designated total value of goods or services purchased by the holder, entitles the holder to a gift.	EDDIE SARGENT PROMOTIONS LTD., 126 - 14TH STREET WEST, OWEN SOUND, Ontario N4K 3X7	REGISTRABILITY RECOGNIZED UNDER TMA SECTION 12(2) (DISTINCTIVE).
MORE SERVICE THAN APPEARS NECESSARY	490925 TMA 282260	SERVICES: The operation of a specialty advertising sales and marketing agency.	PATRICK BROUGHAM MARKETING AGENCIES LTD., P. O. BOX 4865, STATION E, OTTAWA, Ontario K1S 5J1	THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "SERVICE" IS DISCLAIMED APART FROM THE TRADE MARK.

<p>ABC NAME SEARCH & RESERVATIONS LIMITED & DESIGN</p> <p>(ABC NAME SEARCH & RESERVATION LIMITED) (CARD)</p>	<p>447789 TMA 249706</p>	<p>SERVICES: Conducting of corporate and business name searches, trade mark searches, corporate file searches, bank act searches, debenture searches and personal property securities searches, and consulting in the adoption and development of corporate names.</p>	<p>ABC NAME SEARCH & RESERVATIONS LIMITED 545 Yonge Street Toronto, Ontario M4Y 1Y5</p>	<p>THE RIGHT TO THE EXCLUSIVE USE OF all the reading matter except ABC" IS DISCLAIMED APART FROM THE TRADE MARK.</p>
<p>THE GOLD CARD SOCIETY OF WINE EXPLORERS</p> <p>(GOLD CARD SOCIETY OF WINE EXPLORERS, HTE)</p>	<p>514854 TMA 301947</p>	<p>SERVICES: Operation of a society for the purpose of increasing knowledge on wine, organizing wine tasting seminars, organizing cooperative purchase of selected wines, organized guided tours in wine producing countries and operating a mail order concern selling merchandise related to wine serving and wine tasting, including glasses, wine racks, corkscrews and similar items, and selling printed publications on wine generally; issuing of printed publications relating to wine tasting, wine serving, cooperative wine purchasing and containing general information on wine.</p>	<p>AMERICAN EXPRESS COMPANY, AMERICAN EXPRESS PLAZA, NEW YORK, NEW YORK 10004, United States of America</p>	<p>THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "SOCIETY and WINE" IS DISCLAIMED APART FROM THE TRADE MARK.</p>
<p>CARD DESIGN</p>	<p>544555 TMA 335287</p>	<p>WARES: Printed matter and publications, namely printed bank cards, display signs, labels and decals, business forms, advertising mats, circulars, leaflets and operating instructions.</p>	<p>VISA INTERNATIONAL SERVICE ASSOCIATION, 3125 CLEARVIEW WAY, SAN MATEO, CALIFORNIA 94402, United States of America</p>	
		<p>SERVICES: Broad-based financial and bank card services and providing travel insurance services; providing emergency message services; providing hotel reservation services.</p>		
<p>PROFESSIONAL RESELLER ORGANIZATION & DESIGN</p> <p>(LINE)</p>	<p>622109 TMA 379922</p>	<p>SERVICES: (1) Operation of a business dealing in computer hardware and software.</p>	<p>FILBITRON MARKETING CORPORATION, 178 TORBAY ROAD, MARKHAM, Ontario L3R 1G6</p>	<p>THE RIGHT TO THE EXCLUSIVE USE OF ALL READING MATTER IS DISCLAIMED APART FROM THE TRADE MARK.</p>
<p>THE FLORIDA CARD & DESIGN</p> <p>(HAND) (TREES-PALM) (SHIP-SAILING)</p>	<p>489333 TMA 301909</p>	<p>WARES: Magazines.</p> <p>SERVICES: Travelers assistance services namely medical services, legal services, financial services, identification services, insurance services.</p>	<p>GERALD EDWARDS, 180 BOULEVARD DORCHESTER EST, 2 ETAGE, MONTREAL, Quebec H2X 1N6</p>	<p>THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "CARTE FLORIDE FLORIDA CARD" IS DISCLAIMED APART FROM THE TRADE MARK.</p>
<p>FLEETCARD</p>	<p>492165 TMA 280024</p>	<p>SERVICES: Computer credit and accounting services for petroleum product purchases.</p>	<p>CHEVRON CANADA LIMITED, 1500 - 1050 WEST PENDER STREET,</p>	

KARD-CHEKER DESIGN (CARD-CHEKER) (CHECKER, KARD-)	707539	WARES: (1) Credit authorization terminal.	VANCOUVER, British Columbia V6E 3T4 GOLDSTAR ELECTRIC MACHINERY CO., LTD., 20 YOIDO-DONG, YOUNGDUNGP0-KU, SEOUL, Republic of Korea	ADVERTISED: 03 FEB/FEV 1993
YOUR KARD (CARD, YOUR)	715643	SERVICES: (1) Operation of a consumer discount club for department stores.	KMART CANADA LIMITED/KMART CANADA LIMITEE, 8925 TORBRAM ROAD, BRAMPTON, Ontario L6T 4G1	ADVERTISED: 07 JUL/JUIL 1993 THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "KARD" IS DISCLAIMED APART FROM THE TRADE MARK.
CHEQ/CARD; DESIGN (CHEQUE/CARD) (CHARACTER-/)	457449 TMA 265335	SERVICES: Information-gathering system with respect to the cheque-cashing history of individuals; providing access to such information to member merchants; providing personal signature and identification cards to member individuals signifying to member merchants that such individual is a registered member of the applicant's system; providing access to collection information to member merchants; providing personal signature and identification cards to member individuals signifying to member merchants that such individual is a registered member of the applicant's system; providing access to collection services for member merchants when cheques tendered to them by their customers are not honoured upon presentment; and providing cheque-cashing guarantees to selected member merchants and selected member individuals.	CHEQ/CARD CORP., 3500 Dufferin Street Suite 206 Downsview, Ontario M3K 1N2	
FANTASTIC PLASTIC CARD; DESIGN (CHNS)	470379 TMA 276052	SERVICES: Promoting and advertising of wares and services of others by the development, organizing an operation of a promotional contest whereby members of the public may win trips and obtain free merchandise and obtain discounts on wares and services.	MARITIME BROADCASTING COMPANY LIMITED, CARRYING ON BUSINESS AS C. H. M. S., 5230 TOBIN STREET, HALIFAX, Nova Scotia B3J 3R2	THE RIGHT TO THE EXCLUSIVE USE OF THE WORDS "PLASTIC CARD and SIGNATURE and NON-TRANSFERABLE" IS DISCLAIMED APART FROM THE TRADE MARK.
PROTECTA-CARD	395665 TMA 230689	WARES: Card protecting flaps for wallets, billfolds, and the like.	ANITY LEATHER PRODUCTS COMPANY 723 Fourth Street West Bend, Wisconsin 53095 United States of America	
ZELLER SCHWARZE KATZ	613470 TMA 371166 CERTIFICAT"	WARES: (1) Wines.	DEUTSCHER WEINFONDS, GUTENBERGPLATZ 3 - 5, POSTFACH 3960,	The right to the exclusive use of the words ZELLER and KATZ

	~IDN MARK		6500 MAINZ, Federal Republic of Germany	is disclaimed apart the certification mark.
STORE S'MORE	703423	WARES: (1) File systems, namely file folders and envelopes.	VINCE SPILAK, 1062 WINTERGREEN DRIVE, KELOWNA, British Columbia V1Y 7A6	ADVERTISED: 30 DEC/DEC 1992 THE RIGHT TO THE EXCLUSIVE USE OF THE WORD "STORE" IS DISCLAIMED APART FROM THE TRADE MARK.
READMORE BOOK STORES & DESIGN (BIRD - GWL) (BOOK STORE, READMORE) (MORE, READ)	384536 TMA 216449	WARES: Periodical publications and books. SERVICES: The operation of a book store and novelty store.	H. H. MARSHALL LIMITED, SOMETIMES DOING BUSINESS AS READMORE BOOK 3731 Mackintosh Street Halifax, Nova Scotia B3J 2Y3	THE RIGHT TO THE EXCLUSIVE USE OF "the words BOOK STORES" IS DISCLAIMED APART FROM THE TRADE MARK.
CELLOSIZ	194714 UCA 026854	WARES: (1) Solids or solutions for general use in the industrial arts for sizing, stiffening, impregnating, coating or otherwise treating surfaces and porous materials such as textiles, fiber, leather, paper and ceramics; thickening and stabilizing agents for emulsions, dispersions and suspensions for general use in the industrial arts.	UNION CARBIDE CHEMICALS & PLASTICS TECHNOLOGY CORPORATION (A DELAWARE CORPORATION) 39 Old Ridgebury Road Danbury, Connecticut 06817-0001 United States of America	
C S S & DESIGN (CARD) (S (CSS))	427154 TMA 244497	SERVICES: Computer consulting services and supportive personnel services for the computer industry.	COMSTAT CONSULTING SERVICES LTD 17th Floor 66 Slater Street Ottawa, Ontario K1P 5K1	
THE MORE SPORTS STORE	438968 TMA 246484	SERVICES: Retail sporting goods services.	SPORTS EXPERTS INC. 4141 Autoroute 440 Laval, Quebec H7P 4N6	THE RIGHT TO THE EXCLUSIVE USE OF "the words SPORTS and STORE" IS DISCLAIMED APART FROM THE TRADE MARK.

===== INACTIVE =====

ZELLERS PORTRAITS & DESIGN (FILM)	693612 ABANDONED	WARES: (1) Photographs and photograph frames. SERVICES:	ZELLERS INC., 5100 DE MAISONNEUVE OUEST, MONTREAL, Quebec H4A 1Y6	ABANDONMENT DATE: 09 DEC/DEC 1993 ADVERTISED: 10 MAR/MARS 1993
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(1) Photographic services, namely, the operation of a photographic portrait studio.

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

THE MORE CARD & DESIGN

591591 SERVICES:
ABANDONED (1) Marketing and promotional programme.

SIFTOM PROPERTIES LIMITED,
785 WONDERLAND ROAD,
P.O. BOX 5099,
TERMINAL A,
LONDON, Ontario N6A 4R8

ABANDONMENT DATE: 21
FEB/FEV 1992
ADVERTISED: 29
JUN/JUIN 1988

(CHECKERED DESIGN)
(DIAMOND)
(CROWNS)

940908 UPDATED TO 760446

FIL. DATE 940804

94/09/10. 15.33.27. END: 20

No. of Name — N° de cartes	Extension Counter — N° d'extensions	Filing Date — Date de dépôt	File No. — N° de dossier 755906
Extension: Reg'n Date — Date d'enr.	Reg'n Act — Loi d'enr. TMA <input type="checkbox"/> A UCA <input type="checkbox"/> B TM&DA <input type="checkbox"/> C LMC&D LCD <input type="checkbox"/> D NFLD. <input type="checkbox"/> TN	Lang. of App'n. Langue d'app. <input type="checkbox"/> (E.) <input type="checkbox"/> (A.) <input type="checkbox"/> (F.)	Priority Date — Date de priorité ____/____/____
Register No. — Registre N°	Reg'n. No. — N° d'enr.		

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:

ZELLERS MORE CARD

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"/>
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Used/Made Known — Employée révélée <input type="checkbox"/>	Code (1-5) _____	Text — Texte <input type="checkbox"/>	Used Employée <input type="checkbox"/>	Make Known Révélée <input type="checkbox"/>
Date of First Use — Date d'emploi: _____/_____/_____				

Used in Country — Pays d'emploi: Registered in Enregistrée en _____ on le _____ under sous _____ (#)

(Country — Pays) (Date)

Text Texte

Proposed Use: Emploi proj.: <input type="checkbox"/>	Code (1-3) _____	Proposed Text: Texte Proj.: <input type="checkbox"/>	R.U. — Usager insc. <input type="checkbox"/>
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<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 ZELLERS MORE CARD
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755906

Goudreau Gage Dubuc & Martineau Walker

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) 397-7605

VOTRE RÉF: ---

NOTRE RÉF: CD/10468.33

Le 27 mai 1994

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

Consommation et Services
CANADA
MAY 27 1994

Fila
Dossier

Chg'd. de
à

Registraire des marques de commerce
Industrie Canada
Ottawa/Hull
Canada

PAR MESSAGER
Bureau régional
5, Place Ville-Marie
8^e étage, Pièce 800
Montréal (Québec)
H3B 2G2

7179

OBJET: Marque de commerce : **ZELLERS MORE CARD**
Requérante : **Zellers Inc.**
Notre référence : **CD/10468.33**

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° 17484 comprenant le montant de 150.00 \$ en paiement des droits prescrits

Recevez l'expression de nos sentiments distingués.

**GOUDREAU GAGE DUBUC
& MARTINEAU WALKER**

JT	Trans. 62537	Reçu 667	Date de banc 6-6-94	TPS
TJ				
Reference	17484			
Espèces/Cash	Mont. 01000	Compt. 32101	Den. Amont 150.00	✓
Chèque/Cheque				
Visa				
MaSterCard				
Cpte dépôt				
Deposit Acct				
Préparé par	Input			
Prepared by				

Chantal Desjardins

JUN 17 1994

EMRO

JUN 21 1994

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:

ZELLERS MORE CARD

S 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 27th day of May 1994.

ZELLERS INC. ✓

Goudreau Gage Dubuc

Per: *Martineau Walker*
Trade-Marks Agents

17484

DÉTACHEZ ET GARDEZ CE RELEVÉ
DETACH AND RETAIN THIS STATEMENT

Musique de commerce: **ZELLERS MORE CARD**

Requérante: **Zellers Inc.**

Notre référence: **750/10468.33**

demande d'enregistrement

/nb