

**APPL'N No./No DEM. 1 538 426**

**Proposed Opposition/Opposition proposée**

**FILING DATE/DATE DE PRODUCTION:**

**04 août/Aug 2011**

**CURRENT OWNER/PROPRIÉTAIRE COURANT:**

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

**TRADE-MARK/MARQUE DE COMMERCE:**

**EVERYDAY LIVING**

**WARES/MARCHANDISES:**

Periodical publications advertising the wares and services of others.

**SERVICES:**

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

**CLAIMS/REVENICATIONS:**

Used in CANADA since 2004 on wares and on services (1); April 2011 on services (3); August 04, 2011 on services (2).

**ASSOCIATED MARKS/MARQUES LIEES:**

TMA548,921