

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: U.S. Trademark Application



Mark:

Serial No.: 88/136,621

Owner: Canadian Tire Corporation, Limited

Atty Ref.: 121773-TBD

**Declaration to Perfect Application,
Power of Attorney, and Designation of Domestic Representative**

Declaration

The signatory declares and states that he/she is authorized to execute and sign this instrument on behalf of and for the said Applicant. The signatory believes that the Applicant is entitled to use the mark in commerce; the Applicant has, and has had at least since the application filing date of **September 28, 2018**, a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; to the best of the signatory's knowledge and belief, the facts recited in the application are accurate; to the best of the signatory's knowledge and belief, no other persons have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive; and to the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Applicant requests that the application filing basis be established as follows: intent to use the mark in commerce under Trademark Act Section 1(b), 15 U.S.C. §1051(b), and the right of priority under Trademark Act Section 44(d), 15 U.S.C. §1126(d), based on Canadian Application No. 1891081, filed on March 29, 2018. The goods and services identified in the application are:

Class 16 - Credit cards; debit cards; coupons; voucher books; reward program cards, loyalty cards, cards for use in connection with loyalty programs, sales and promotional incentive schemes and promotional services.

Class 35 - Retail store reward programs; administration of consumer loyalty programs; promoting the sale of goods and services through a consumer loyalty program; credit card services; debit card services; charge card services; credit card reward program services; providing extended warranties of others on products sold through credit cards; providing extended warranty programs of others on products; providing promotional coupon and voucher programs pertaining to goods and services of others; distribution of coupons and voucher books; program for the giving of cash bonuses to retail customers

through the issuance and redemption of cash bonus coupons; operation of a customer incentive, reward and loyalty program; sales and promotional incentive schemes and promotional services, namely provision of bonus incentive rewards to customers; advertising services; business management; business administration services; business management of retail and online retail stores; computer services facilitating an online search engine; providing assistance in the management of business affairs and commercial functions; electronic transfer of money; marketing insurance services of others, namely personal accident insurance; providing travel insurance services and emergency assistance services of others for credit card holders; providing purchase security insurance of others to indemnify credit card holders for damaged goods; providing car rental collision and loss damage waiver insurance of others to provide coverage for credit card holders; Providing concierge service of others to assist credit card holders with arranging travel, entertainment, business and shopping; Providing auto club services, namely emergency automobile road and towing services for credit card holders; providing insurance products of others to indemnify customers against inability to pay charge account balances; providing insurance services of others, namely accidental death and dismemberment insurance; Offering membership in a monitoring service permitting users to report lost debit and credit cards and request replacement cards; offering rewards leading to the arrest and conviction of anyone using stolen debit or credit cards; offering membership in a service that provides monetary coverage in the event of improper use of stolen or lost mobile phones; service provided to member whereby any merchants with which member has a preauthorized payment are notified that new payment details are required. Offering membership in a data monitoring system that monitors and secures personal information; offering membership in a monitoring service that monitors credit ratings; offering membership in a service that provides personalized labels to assist in securing return of lost electronic devices; offering membership in a service that provides computer tune up and service and online data backup so that members can back up computer files; offering rewards for returning lost electronic devices; travel benefits, namely emergency airline tickets, travel funds and message relay to contacts in Canada, travel voice mail service, pre-trip travel information; valuable document registry for storage of passport numbers, insurance policy numbers and birth certificates; sale price guarantee program; change of address notification service; important date reminder service; and passport expiry date reminder.

Power of Attorney

Applicant hereby appoints Andrew D. Price, Mark B. Harrison, Linda J. Zirkelbach, Rebecca A. Liebowitz, Marjorie W. Norman, Kristen S. Ruisi, Halle B. Markus, Steven B. Powell, Sean T. Phelan Catherine S. Mitros, and Paula E. Hopkins, all members of the bar of the District of Columbia or of their respective states, and the law firm of Venable LLP, and all having the building address 600 Massachusetts Avenue NW, Washington, DC 20001, as applicant's attorneys with full powers of association, substitution and revocation, to transact all business in the U.S. Patent and Trademark Office associated with the present application, including without limitation to prosecute the application and receive the certificate of registration.

Designation of Correspondence Address

Send all notices, official letters, documents, communications and other correspondence concerning this application to: Andrew D. Price, Venable LLP, P.O. Box 34385, Washington, D.C. 20043-9998, telephone no. (202) 344-8156, fax no. (202) 344-8300.

Designation of Domestic Representative

Venable LLP, whose postal address is P.O. Box 34385, Washington, DC 20043-9998, is hereby designated as applicant's domestic representative upon whom notices or process in proceedings affecting the applied-for mark may be served.

CANADIAN TIRE CORPORATION, LIMITED

By: 

Name: CYNTHIA HILL

Title: VICE PRESIDENT LEGAL & ASSOCIATE GENERAL COUNSEL

Date: July 9, 2019