

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

**08 oct/Oct 2015  
05 oct/Oct 2018**

**REGISTRANT/PROPRIÉTAIRE ORIGINAL:**

Mayfield Investments Ltd.  
#304, 10250 - 125 Street  
Edmonton  
ALBERTA  
T5N 2W6

**REP FOR SERVICE/REP POUR SIGNIFICATION:**

ROBERT D. MCDONALD  
BENNETT JONES LLP  
3200 TELUS HOUSE  
SOUTH TOWER  
10020-100TH STREET  
EDMONTON  
ALBERTA T5J 0N3

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

**PLAY**

**GOODS/PRODUITS:**

- (1) Alcoholic beverages, namely, wine, fermented alcoholic beverages, namely, wine, wine-based beverages, fortified wines, sparkling wine, wine coolers and wine-based coolers, wine-based cocktails, blends of wine, ice wine, blends of ice wine and sparkling wine, wine and fruit-based beverages, sparkling wine and fruit-based beverages.
- (2) Wine accessories, namely, corkscrews, corkscrew kits, decorative corks, and bottle openers; glassware, namely, glasses, goblets, decanters, pitchers, and carafes; foil cutters, wine crates, wine bottle holders, wine bottle pourers, wine bottle stoppers, wine bottle toppers, wine bottle collars, wine bottle chillers, and wine bottle carriers and cooler bags; coasters made of paper, coasters made of cardboard, coasters made of textile; drink coasters, glass coaster; trivets; serving trays; housewares, namely platters for serving food and drink; cheese cutting boards and cheese knives; specialty foods, namely, gourmet cheeses, chocolates and wine-based sauces, jellies and preserves; wine racks; canister sets, canisters for wine; gift cards, gift boxes, gift bags; wine tasting kits.
- (3) Printed and electronic publications, namely, books, newsletters, brochures, booklets, pamphlets, posters, signs, calendars, postcards, and information cards, relating to alcoholic beverages and foods and to wine and winery related products and events.
- (4) Stationery, namely, greeting cards, postcards, pens, posters, key chains, photographs, stickers, and fridge magnets.
- (5) Novelty items namely, pennants, buttons, key chains, paper weights, magnets, coasters, lapel pins, wine

charms, pendants, postcards, mugs.

**SERVICES:**

- (1) Operation of a vineyard and winery.
- (2) Operation of winery tours and tastings, namely arranging, planning, developing, organizing, conducting and hosting tours of vineyard and winery facilities, restaurants, gift shops and wine stores.
- (3) Operation of winery tours and tasting, namely arranging, planning, developing, organizing, conducting and hosting wine tasting and sampling events; operation of a retail store selling wine, wine accessories and wine-related giftware in conjunction with a winery; operation of a wine tasting room.
- (4) Restaurant services.
- (5) Retail gift shop services.
- (6) Providing vineyard and winery catered functions.
- (7) Custom wine labelling services.
- (8) Wholesale and retail sale of wine and wine-based beverages; online sale, and subscription and mail order of wine and wine-based beverages.
- (9) Retail sales of wine, wine accessories and wine-related giftware, namely, corkscrews, corkscrew kits, and bottle openers; glassware, namely, glasses, goblets, decanters, pitchers, and carafes; foil cutters, wine crates, wine bottle holders, wine bottle pourers, wine bottle stoppers, wine bottle toppers, wine bottle collars, wine bottle chillers, and wine bottle carriers and cooler bags; coasters, trivets, trays, platters, cheese cutting boards and cheese knives; of specialty foods, namely, gourmet cheeses, chocolates and wine-based sauces, jellies and preserves; and of clothing, namely, casual clothing and hats.
- (10) Arranging, planning, developing, organizing, conducting and hosting wine festivals.
- (11) Arranging, planning, developing, organizing, conducting and hosting a wine club.
- (12) Information services, namely providing information regarding cellaring, storing, tasting, and selecting wine.
- (13) Consulting services in the field of wine production and vineyard and winery management.
- (14) Advising, assisting and counselling others on the selection and use of fermented alcoholic beverages, and selection and use of wines and wine-based beverages.
- (15) Sommelier services, namely, providing information and advice on wine and wine and food pairing.
- (16) Publication of brochures, reports, newsletters and educational materials and the operation of a website in the fields of alcoholic beverages, namely wine and wine-based beverages.
- (17) Operation of a website providing information in the fields of wine, winemaking and vineyard operation.
- (18) Wine related educational services, namely wine tasting and wine appreciation seminars; wine consulting services with respect to wine-related functions and selecting appropriate wines.
- (19) Hotel services; provision of general purpose facilities for meetings, conferences and exhibitions; provision of banquet and social function facilities for special occasions.
- (20) Hotel and resort services; parking services, namely, valet parking services and vehicle parking lot services; spa services; consulting services in respect of planning and conducting conventions; valet services; providing exercise and sports facilities, namely, swimming pool facilities, and fitness centers; concierge

services; drycleaning and laundry services; reservation services, namely, hotel reservation services; online hotel reservation services; holiday accommodation reservation services, resort reservation services; specialized hotel services for frequent customers, namely, complimentary high speed internet, complimentary local calls, complimentary health club access.

**CLAIMS/RENDICATIONS:**

Declaration of Use filed October 05, 2018 on goods and on services.

**ASSOCIATED MARKS/MARQUES LIÉES:**

TMA1,006,220      TMA1,006,238