

When the Canadian Intellectual Property Office (CIPO) recently made valuable historical data available, T&T was the first and only trademark search firm to take advantage of it. The result? A dramatically enhanced database that provides the most information possible for every Canadian trademark you review, all in one convenient place. So you save time, and eliminate extra research when clearing and protecting your trademarks in Canada.

FOR TRADEMARKSCAN®— CANADA DATABASE SEARCHERS...

Search online for trademark designs and logos that are similar to yours with new Index Headings, the Canadian word classification system of design elements.

SPECIAL FREE OFFER!

View trademark images at no extra charge until May 31, 1997, when you choose the full text option for displaying the Canadian records you retrieve.

Here's what you'll find in our Canadian reports and in the TRADEMARKSCAN® Canada database:

More Status Information — Now, quickly access more specific information pertaining to a mark's status, and learn of the most recent action taken on the mark.

Such as: Expunged – Failure to Renew; Abandoned – Section 36; Canceled – Section 50UCA, Opposed – Correspondence Created.

SWITCHES DESIGN

STATUS:

Expunged

Expunged - Failure to Renew

Chronology:

Filed: April 25, 1973 Priority: February 13, 1973

Priority: February 13, 1973 Registered: February 13, 1976 Application Number: 0363,933 Registration Number: TMA212,121

Registration Type: Trademark Act Expunged: April 12, 1991

Expungement Text: Expunged on April 12, 1991 due to failure to renew.

New Action/Date Information — Find out when particular actions took place on an application or registration.

Such as: Approved (for Publication) Date; Opposition Filed Date; Opposition Resolved Date; Allowed Date. New Interested Party Information — Learn the name of a mark's trustee, pending or old owner (before assignment), and whether someone is opposing the mark or requesting Section 45 (expungement).

Opponent:

PUBLICATIONS TRANSCONTINENTAL INC. 1100 BOUL. RENÉ-LÉVESQUE OUEST,

24e ÉTAGE, MONTRÉAL, QUEBEC H3B 4X9

Agent:

DESIARDENS DUCHARME STEIN MONAST.

BUREAU 2400

600, RUE DE LA GAUCHETIERE OUEST

MONTREAL, QUEBEC H3B 4L8 Reference: 77 993.2

Associated Trademark Information — Identify other "family" marks owned by the same owner. Associated Trademark Information now lists the associated marks, along with its registra-

tion or application number. Previously, only the registration/application number was available.

> A268,063 A268,064 A272,681 A430,600

DAISY & READING MATTER; DESIGN BECKER'S WITH DAISY; DESIGN

HALF DAISY; DESIGN

BECKER'S BIG TASTE MATE & DESIGN

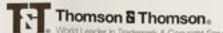
FOR RESEARCH REPORT USERS...

T&T Canadian research reports also have a new "userfriendly" format that makes it easier to find what you're looking for. A New Chronology Section in each record consolidates critical information in the trademark's life cycle, providing a concise overview of key actions and dates, application/registration number and registration type. What's more, the entire report is now better organized and easier to use.

Receive a FREE copy of our new educational brochure,

Our Answers to Your Questions About the New Canadian

Trademark Information. This user-friendly brochure will answer
many of your questions about the newly available Canadian
trademark information we're reporting. Just use the attached
form to receive your copy and to get details on our enhanced
Canadian trademark services.



Telephone: 800-692-8833, 617-479-1600

Fax: 617-786-8273, http://www.thomson-thomson.com