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BORDEN LADNER GERVAIS LLP ATTN: INTELLECTUAL PROPERTY DEPARTMENT 1000 DE LA GAUCHETIERE STREET WEST SUITE 900 MONTREAL QUEBEC H3B 5H4

Attention: Vivian Patsilivas

Propriétaire - Owner Birks Group Inc.

Marque de commerce - Trademark BELL BOX

All correspondence in respect of this application must include the name of the applicant and the application number.

The goods or services in this application have been subject to an automated analysis prior to examination. Although the applicant did not use the Canadian Intellectual Property Office's (CIPO) list of pre-approved goods or services, the application is comprised of terms listed as being acceptable in the *Goods and Services Manual*. As a result of the analysis, the examination of this application will be accelerated.

No further action is required and this application will be distributed for examination in priority sequence in due course.

If the applicant wishes to voluntarily withdraw this application from consideration for registration, a written request to that effect can be sent to the Registrar of Trademarks, preferably through the General Correspondence online service for trademarks available on the CIPO website. We encourage you to advise the Office as soon as possible if this is the applicant's intention. Please note there is no fee associated with voluntarily withdrawing an application from consideration for registration.

For any specific questions in respect of this correspondence, please contact our Client Service Centre toll free at 1-866-997-1936.

