



**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada

50, rue Victoria
Place du Portage I
Gatineau (Québec) K1A 0C9

**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

50 Victoria Street
Place du Portage I
Gatineau, Quebec K1A 0C9

PAUL SANDERSON
(Sanderson Entertainment Law)
577 Kingston Road, Suite 303
Toronto
TORONTO
ONTARIO M4E 1R3

Date	14 sept/Sep 2016
Votre référence - Your reference	
Numéro de dossier - File number	1030981

**Confirmation de modification
données du propriétaire**

Les données du propriétaire ont été modifiées comme suit:

SDA Publishing Inc.,
3044 Bloor Street West
Suite 1456
Etobicoke
ONTARIO M8X2Y8

Marque(s) de commerce / Trade-mark(s) :

TMA548,921 1030981 www.everydayliving.com
TMA861,513 1538426 EVERYDAY LIVING

Registraire des marques de commerce
Registrar of Trade-marks

Contact: Jacques Lemieux
Section des cessions et renouvellements/
Assignment and Renewal Section
819-953-4769

**Confirmation of Amendment
Owner Information**

Information about the owner has been amended as shown
below:



Paul Sanderson, LL.B., Barrister & Solicitor
Paul Irvine, Entertainment Paralegal
Counsel: Frank Farfan, B. Eng., LL.B.

577 Kingston Road, Suite 303
Toronto, Ontario, Canada M4E 1R3
tel 416-971-6616 fax 416-971-4144
www.sandersonlaw.ca

VIA REGULAR & FAX

September 7, 2016

Canadian Intellectual Property Office
Place du Portage I
50 Victoria Street, Room C-114
Gatineau, Quebec
K1A 0C9

Industry Canada	Industrie Canada	A/M/J . . .	Y/M/D
		2016/09/09	
		253 - 16	
CIPO	OPIC	E002352934	

To Whom It May Concern:

**Re: Updating Owner's Address for CDN Trade-mark
www.everydayliving.com Registration #TMA 548,921**

*1030981
arst*

I represent S.D.A .Publishing Inc.

Kindly update the address listed below in the CIPO database to:

**S.D.A. Publishing Inc.
3044 Bloor Street West, Suite 1456
Etobicoke, ON
M8X 2Y8**

If anything further is required, please advise.

Yours sincerely,

SANDERSON ENTERTAINMENT LAW

Per: Paul Sanderson.
Barrister & Solicitor

PS:ef

cc: Sandra Freer, S.D.A. Publishing Inc.



Sanderson

Entertainment Law

Paul Sanderson, LL.B., Barrister & Solicitor
Paul Irvine, Entertainment Paralegal
Counsel: Frank Parfau, B. Eng., LL.B.

577 Kingston Road, Suite 303
Toronto, Ontario, Canada M4E 1R3
tel 416-971-6616 fax 416-971-4144
www.sandersonlaw.ca

VIA REGULAR & FAX

September 7, 2016

Canadian Intellectual Property Office
Place du Portage I
50 Victoria Street, Room C-114
Gatineau, Quebec
K1A 0C9

Industry Canada	Industrie Canada	A/M/J ... Y/M/D
		2016/09/06
CIPO OPIC		250-16
C004206814		

To Whom It May Concern:

1030981

**Re: Updating Owner's Address for CDN Trade-mark
www.everydayliving.com Registration #TMA 548,921**

I represent S.D.A .Publishing Inc.

Kindly update the address listed below in the CIPO database to:

S.D.A. Publishing Inc.
3044 Bloor Street West, Suite 1456
Etobicoke, ON
M8X 2Y8

If anything further is required, please advise.

Yours sincerely,

SANDERSON ENTERTAINMENT LAW

Per: Paul Sanderson
Barrister & Solicitor

PS:ef

cc: Sandra Freer, S.D.A. Publishing Inc.



FACSIMILE COVER PAGE

DATE: September 6, 2016

PLEASE DELIVER THE FOLLOWING PAGE(S) TO:

NAME:

COMPANY: Canadian Intellectual Property Office

FAX NUMBER: (819) 953-2476

CC:

FROM: Esther Fairbairn / Paul Sanderson

RE: Update of Owner's Mailing Address

TOTAL NUMBER OF PAGES (INCLUDING COVER PAGE): 2

SPECIAL INSTRUCTIONS OR COMMENTS:

Please see attached.

577 Kingston Road, Suite 303 • Toronto, Ontario • M4E 1R3
Tel: 416-971-6616 • Fax: 416-971-4144 • E-mail: esther@sandersonlaw.ca
www.sandersonlaw.ca

THIS FACSIMILE TRANSMISSION MAY BE SOLICITOR-CLIENT PRIVILEGED AND MAY CONTAIN CONFIDENTIAL INFORMATION INTENDED ONLY FOR THE PERSON'S NAME ABOVE. ANY OTHER DISTRIBUTION, COPYING OR DISCLOSURE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS AFX IN ERROR, PLEASE NOTIFY THE SENDER IMMEDIATELY BY TELEPHONE OR RETURN THE ORIGINAL TRANSMISSION WITHOUT MAKING A COPY. WE ARE TRANSMITTING FROM OUR NEFAX 14 AT A GROUP 3 LEVEL. IF YOU DO NOT RECEIVE ALL OF THE PAGES, PLEASE GIV US A CALL AS SOON AS POSSIBLE. TELECOMMUNICATOR: CAROLYN

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

05 oct/Oct 1999
30 juil/Jul 2001

REGISTRANT/PROPRIÉTAIRE ORIGINAL:

SDA Publishing Inc.,
2 Birchcroft Road,
Etobicoke,
ONTARIO
M9A 2L2

REP FOR SERVICE/REP POUR SIGNIFICATION:

PAUL SANDERSON
(SANDERSON TAYLOR)
179 JOHN STREET
SUITE 404
TORONTO
ONTARIO M5T 1X4

TRADE-MARK/MARQUE DE COMMERCE:

www.everydayliving.com

DISCLAIMER/DESISTEMENT:

The right to the exclusive use of the words WWW and .COM is disclaimed apart from the trade-mark.

WARES/MARCHANDISES:

Print publications namely magazines, periodicals and books.

SERVICES:

(1) Publication of an internet based electronic magazine on the world wide web including the provision of links to services, namely home decor, home renovation and home improvement services, health and beauty services, travel agency services, advertisements, on line shopping and to a business directory.

(2) Operation of a magazine publishing business.

CLAIMS/REVENDEICATIONS:

Used in CANADA since at least as early as May 1999 on services (1).

Declaration of Use filed July 24, 2001 on wares and on services (2).



Sanderson Taylor

Entertainment Lawyers

ASSOCIATES AT LAW, NOT A PARTNERSHIP

Paul Sanderson, LL.B.
Chris Taylor, B.A., LL.B.
Blair Holder, LL.B.
Counsel:
Frank Farfan, B. Eng., LL.B.

179 John Street, Suite 404
Toronto, Ontario, Canada M5T 1X4
tel 416-971-6616 fax 416-971-4144

1 Industrie
Canada
OPIC
info@sanderson-taylor.com
www.sanderson-taylor.com

July 20, 2001

JUL 24 2001 2 05

VIA REGULAR MAIL

Dossier
File
Remis a
Chargé de

DEPOT FOUR REC. GEN.
OU CANADA 033-13455
0881-10 09-97913

Registrar of Trade Marks
Consumer and Corporate Affairs Canada
Trade Marks Office
Place du Portage, Phase One
50 Victoria Street
Ottawa-Hull, Ontario
K1A 0C9

C/A # 0977
K223

1492 BH 009 0001-002 2:18PM 7/24/01 200.00

Dear Sir/Madam:

RE: TRADE MARK: www.everydayliving.com
APPLICANT: SDA PUBLISHING INC.
YOUR FILE: 1030981

Pursuant to your Notice of Allowance dated May 24, 2001, I am pleased to enclose a fully executed Declaration of Use with respect to the above-noted trade mark application, together with a cheque payable to the Receiver General in the amount of \$200.00 with respect to the registration fee.

I look forward to receiving a Certificate of Registration with respect to the above trade mark in due course.

Yours truly,

SANDERSON TAYLOR

Per: PAUL SANDERSON
Barrister & Solicitor

PS/klb

Enclosures

cc: SDA Publishing Inc.
D:/BACKUP/K486/TEXT/CLIENTS/SDA PUBLISHING/EVERYDAY.TM/TML04

DECLARATION OF USE

IN THE MATTER OF Application No. 1030981 for registration of the trade mark www.everydayliving.com (herein the "Application").

DECLARATION

I, Sandra J. Freer, on behalf of SDA Publishing Inc. (herein the "Applicant") declare as follows:

1. THAT I have knowledge of the facts hereinafter set forth.
2. The Applicant repeats and relies on the uses set out in the Application.
3. THAT since the filing of Application No. 1030981 for registration of the trade mark "www.everydayliving.com" regarding the proposed use of the wares and services claimed therein, the Applicant has commenced the use in Canada of the trade mark claimed in the said application in association with "print publications namely magazines, periodicals and books" as wares and "operation of a magazine publishing business" as services.
4. The Applicant requests that the proposed wares and services other than those referred to in paragraph 3 above, be deleted from the Application and that the application proceed towards registration forthwith.
5. I make this Declaration in support of a registration of the above-noted Trade Mark and for no improper purpose.

EXECUTED at the City of Toronto in the Province of Ontario, this 16th day of July, 2001.

APPLICANT:

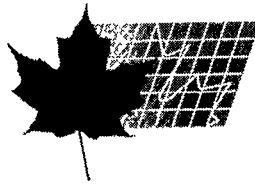
SDA PUBLISHING INC.

Per:


Sandra J. Freer

OPIC

OFFICE DE LA PROPRIÉTÉ
INTELLECTUELLE DU CANADA
MARQUES DE COMMERCE



Ottawa Hull K1A 0C9

CIP O

CANADIAN INTELLECTUAL
PROPERTY OFFICE
TRADE-MARKS

PAUL SANDERSON
(SANDERSON TAYLOR)
179 JOHN STREET
SUITE 404
TORONTO
ONTARIO M5T 1X4

19 fév/Feb 2001
Votre référence Your File

Notre référence Our File
1030981

RE: Trade-mark: www.everydayliving.com
Applicant: SDA Publishing Inc.,

Dear Sir/Madam:

The applicant's address has been amended in our records as per your request. Please see the attached client proof sheet.

Yours truly,

Susan Harney
Examination Section
(819) 953-6627



Industrie Canada Industry Canada

Canada

APPL'N/DEM. NO 1 030 981

APPROVED/APPROUVÉE

FILING DATE/DATE DE PRODUCTION:

05 oct/Oct 1999

APPLICANT/REQUERANT:

SDA Publishing Inc.,
2 Birchcroft Road,
Etobicoke,
ONTARIO
M9A 2L2

AGENT:

PAUL SANDERSON
(SANDERSON TAYLOR)
179 JOHN STREET
SUITE 404
TORONTO
ONTARIO M5T 1X4

REP FOR SERVICE/REP POUR SIGNIFICATION:

PAUL SANDERSON
(SANDERSON TAYLOR)
179 JOHN STREET
SUITE 404
TORONTO
ONTARIO M5T 1X4

TRADE-MARK/MARQUE DE COMMERCE:

www.everydayliving.com

INDEX HEADINGS/RUBRIQUES:

WWW.EVERYDAYLIVING.COM

* * *

LIVING, EVERYDAY (WWW.EVERYDAYLIVING.COM)

*

DISCLAIMER/DESISTEMENT:

The right to the exclusive use of the words WWW and .COM is disclaimed apart from the trade-mark.

WARES/MARCHANDISES:

Print publications namely magazines, periodicals and books.

SERVICES:

(1) Publication of an internet based electronic magazine on the world wide web including the provision of links to services, namely home decor, home renovation and home improvement services, health and beauty services, travel

APPL'N/DEM. NO 1 030 981

agency services, advertisements, on line shopping and to a business directory.
(2) Operation of a magazine publishing business.

CLAIMS/REVENDEICATIONS:

Used in CANADA since at least as early as May 1999 on services (1).

Proposed Use in CANADA on wares and on services (2).

Action	Date	BF	Comments/Commentaires
filed/produite	1999/10/05		
created/créé	1999/10/06		
formalized/formalisée	1999/11/22		
search recorded/recherche enregistrée	2000/11/20		
examiner's first report/premier rapport de l'examineur	2001/01/17	2001/05/17	
approved/approuvée	2001/02/02		
translation requested/traduction demandée	2001/02/06	2001/02/28	
correspondence created/correspondance créée	2001/02/19		

APPL'N/DEM. NO 1 030 981

APPROVED/APPROUVÉE

FILING DATE/DATE DE PRODUCTION:

APPLICANT/REQUERANT:

SDA Publishing Inc.,
2 Birchcroft Road,
Etobicoke,
ONTARIO
M9A 2L2

Etobicoke

*Please
note
city spelling
mistake
thank you*

05 Oct/Oct 1999

AGENT:

PAUL SANDERSON
(SANDERSON TAYLOR)
179 JOHN STREET
SUITE 404
TORONTO
ONTARIO M5T 1X4

REP FOR SERVICE/REP POUR SIGNIFICATION:

PAUL SANDERSON
(SANDERSON TAYLOR)
179 JOHN STREET
SUITE 404
TORONTO
ONTARIO M5T 1X4

Industrie Canada OPIC	Industry Canada CIPO
6 FEB 9 2001 6 <i>APD(SH)</i>	
Dossier File <i>1030981</i>	
Remis a Charged to	

TRADE-MARK/MARQUE DE COMMERCE:

www.everydayliving.com

INDEX HEADINGS/RUBRIQUES:

WWW.EVERYDAYLIVING.COM
* * *
LIVING, EVERYDAY (WWW.EVERYDAYLIVING.COM)
*

DISCLAIMER/DESISTEMENT:

The right to the exclusive use of the words WWW and .COM is disclaimed apart from the trade-mark.

WARES/MARCHANDISES:

Print publications namely magazines, periodicals and books.

SERVICES:

(1) Publication of an internet based electronic magazine on the world wide web including the provision of links to services, namely home decor, home renovation and home improvement services, health and beauty services, travel

02 09/Feb 2001

416 971 4144 P.03/04

HEBB SANDERSON SIEBENMANN

FEB-09-2001 13:42

Page 1

TRADE MARK APPLICATION

TO: THE REGISTRAR OF TRADE MARKS,
OTTAWA, ONTARIO

1. The undersigned, SDA Publishing Inc., whose full post office address and whose principal office and place of business is 2 Birchcroft Road, Etobicoke, Ontario, M9A 2L2, hereby applies for the registration in accordance with the provisions of the Trade Marks Act, of the trade mark **www.everydayliving.com**.

2. The trade mark has been used in Canada by the applicant with all the specific services listed hereafter, and the applicant requests registration in respect of such services. The trade mark has been so used in Canada in association with the general class of services comprising the following:

<u>Use Regarding Services</u>	<u>Date</u>
(a) Publication of an internet based electronic magazine on the world wide web including the provision of links to services, namely home decor, home renovation and home improvement services, health and beauty services, travel agency services, advertisements, on line shopping and to a business directory.	At least as early as May, 1999.

3. In addition, the applicant intends to use such trade mark in Canada and the applicant is satisfied that it is entitled to use the trade mark in Canada in association with the below wares and the applicant requests registration with respect to such wares as described below:

Proposed Use Regarding Wares

- (a) Print publications namely magazines, periodicals and books.

4. In addition, the applicant intends to use such trade mark in Canada and the applicant is satisfied that it is entitled to use the trade mark in Canada in association with the services described below:

Proposed Use Regarding Services

- (a) Operation of a magazine publishing business.

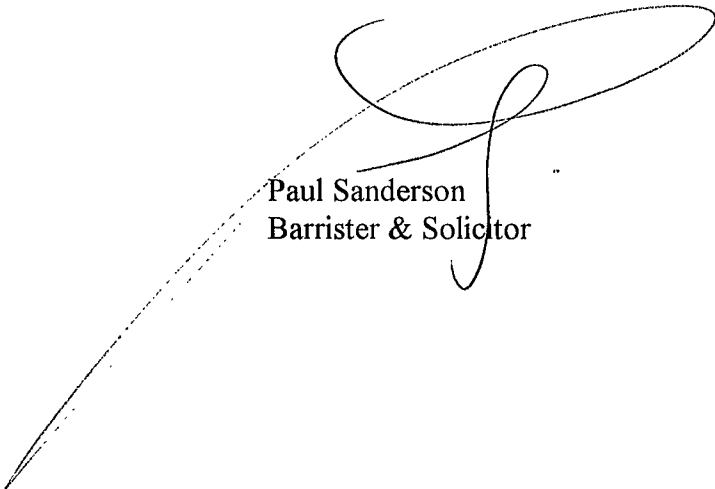
5. In compliance with Section 12(1)(b) and 35 of the Trade Marks Act, the applicant disclaims the right to the exclusive use of the words "WWW.COM." apart from the trade mark.

6. The applicant appoints Paul Sanderson, Barrister & Solicitor, whose full post office address in Canada is 179 John Street, Suite 404, Toronto, Ontario, M5T 1X4 as the person or firm to whom any notice in respect of the application or registration may be sent and upon whom service of any proceedings in respect of the application or registration may be given or served with the same effect as if they had been given or served upon the applicant or registrant.

7. The applicant is satisfied that it is entitled to use the trade mark in Canada in association with the services and wares described above.

EXECUTED at Toronto this 30th day of September, 1999.

SDA Publishing Inc.
BY ITS TRADE MARK AGENT:



Paul Sanderson
Barrister & Solicitor



Sanderson Taylor

Entertainment Lawyers

ASSOCIATES AT LAW, NOT A PARTNERSHIP

Paul Sanderson, LL.B.
Chris Taylor, B.A., LL.B.
Blair Holder, LL.B.
Counsel:
Frank Farfan, B. Eng., LL.B.

179 John Street, Suite 404
Toronto, Ontario, Canada M5T 2X4
tel 416-971-6610
fax 416-971-4144
info@sandersontaylor.com
Industry
Canada
CIPQ

JAN 30 2001 5

1030981

January 25, 2001

VIA REGULAR MAIL

Registrar of Trade Marks
Consumer and Corporate Affairs Canada
Trade Marks Office
Place du Portage, Phase One
50 Victoria Street
Ottawa-Hull, Ontario
K1A 0C9

Attention: Ms. Susan Harney, Examination Section

Dear Ms. Harney:

RE: TRADE MARK: www.everydayliving.com
APPLICANT: SDA Publishing Inc.
YOUR FILE #: 1030981

Further to your letter of January 17, 2001, and my discussions with and instructions from my client, please find enclosed a redrafted trademark application for the above-noted trademark with paragraph 2(a) revised, as requested.

I look forward to hearing from you and to having this application proceed towards registration of the trade mark.

Yours truly,

SANDERSON TAYLOR

Per: PAUL SANDERSON
Barrister & Solicitor
PS/klb

Enclosure

cc: SDA Publishing Inc.
D:\BACKUP\K486\TEXT\CLIENTS\SDA.PUB\EVERYDAY.TM\TM.L03

TORONTO • NEW YORK • LOS ANGELES

Affiliated with the law firm of **Davis Shapiro & Lewit, LLP**

www.sandersontaylor.com



Sanderson Taylor

Entertainment Lawyers

P.A.

ASSOCIATES AT LAW, NOT A PARTNERSHIP

Paul Sanderson, LL.B.
Chris Taylor, B.A., LL.B.
Blair Holder, LL.B.
Counsel:
Frank Farfan, B. Eng., LL.B.

179 John Street, Suite 404
Toronto, Ontario, Canada M5T 1X4

tel	416-971-6616	
fax	416-971-1144	
url	http://www.sandersontaylor.com	
Industry Canada		
OPIC CIPQ		
5	JAN 17 2001	5
<i>U/Start</i>		
Postage	1030981	
Remita a Charged to		

January 11, 2001

VIA REGULAR MAIL

Registrar of Trade Marks
Consumer and Corporate Affairs Canada
Trade Marks Office
Place du Portage, Phase One
50 Victoria Street
Ottawa-Hull, Ontario
K1A 0C9

Attention: Trade Mark Registrations

Dear Sir/Madam:

RE: TRADE MARK: www.everydayliving.com
APPLICANT: SDA Publishing Inc.
YOUR FILE #: 1030981

Please advise me as to the status of the above-noted trade mark application at your earliest convenience.

I look forward to hearing from you.

Yours truly,

SANDERSON TAYLOR

Per: PAUL SANDERSON
Barrister & Solicitor

PS/klb

cc: SDA Publishing Inc.
C:\TEXT\CLIENTS\SDA.PUB\EVERYDAY.TM\TM.L02

TORONTO • NEW YORK • LOS ANGELES

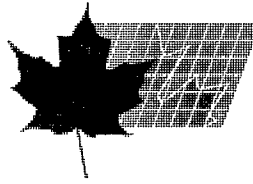
Affiliated with the law firm of **Davis Shapiro & Lewit, LLP**

www.sandersontaylor.com



O P I C

OFFICE DE LA PROPRIÉTÉ
INTELLECTUELLE DU CANADA
MARQUES DE COMMERCE



Ottawa Hull K1A 0C9

C I P O

CANADIAN INTELLECTUAL
PROPERTY OFFICE
TRADE-MARKS

PAUL SANDERSON
(SANDERSON TAYLOR)
179 JOHN STREET
SUITE 404
TORONTO
ONTARIO M5T 1X4

17 janv/Jan 2001
Votre référence Your File

Notre référence Our File
1030981

RE: Trade-mark: www.everydayliving.com
Applicant: SDA Publishing Inc.,

This examiner's report concerns the above identified application. To avoid abandonment proceedings, a proper response must be received by this office within **4 month(s)** from the above date. All correspondence respecting this application must indicate the file number.

A statement in more specific terms of the services presently designated as "operation of an internet based electronic magazine on the world wide web providing information services, advertisements, on line shopping, business directory and website links" is required. The services should be defined in ordinary commercial terms in compliance with the provisions of Section 30(a) of the Trade-marks Act.

By way of example the following would be acceptable: Publication of an internet based electronic magazine on the world wide web including the provision of links to services (specify the type of services), advertisements, on line shopping and to a business directory.

A revised application is required.

Upon satisfactory compliance with the above-mentioned requirement(s), further office action will be undertaken.

If the applicant/agent has any questions or needs assistance in responding to this Office action, please telephone the assigned examiner.

Yours truly,

Susan Harney
Examination Section
(819) 953-6627

jp-17/01



Latest Date New Applications Made Available For Public Inspection : 2000/11/13

Date: Friday November 17, 2000 - 9:17

0001	1	039 983		ALIVE BECAUSE LIFE'S FOR LIVIN	FORMALIZED
0002		454 410	TMA279,587	BETTER LIVING	REGISTERED
0003	1	016 711		BETTER LIVING FOR ALL - SUSTAI	ADVERTISED
0004		387 019	TMA214,798	CANADIAN LIVING	REGISTERED
0005		851 732	TMA504,717	CANADIAN LIVING TV	REGISTERED
0006		396 394	TMA337,633	CAPITAL LIVING	REGISTERED
0007		504 871	TMA292,750	CITY LIVING	REGISTERED
0008		649 570	TMA385,192	COUNTRY LIVING	REGISTERED
0009	1	064 843		ENLIGHTENED LIVING NETWORK	FORMALIZED
0010		829 641	TMA490,427	EVERYDAY THINGS BETTER	REGISTERED
0011	1	077 388		INSPIRED LIVING FOR EVERYDAY	FORMALIZED
0012	1	022 385		LIVING + DESIGN	SEARCHED
0013		771 090	TMA473,434	LIVING BOOKS	REGISTERED
0014	1	020 804		NETWORK LIVING	SEARCHED
0015		870 352		TRUSTED PRODUCTS FOR EVERYDAY	SEARCHED

S. CHEUNG
NOV 17 2000
SEARCHED

01030981



Paul Sanderson & Associates
Arts, Entertainment & Multimedia Lawyers

Paul Sanderson, LL.B. – Chris Taylor, B.A., LL.B. – Blair Holder, LL.B.
Counsel: Frank Farfan, B. Eng., LL.B.

Industrie Canada OPIC	Int. Can. CIPO
5	OCT 5 1999
Dossier File	
Remise a Charged to	

September 30, 1999

VIA REGULAR MAIL

Registrar of Trade Marks
Consumer and Corporate Affairs Canada
Trade Marks Office
Place du Portage, Phase One
50 Victoria Street
Ottawa-Hull, Ontario
K1A 0C9

Attention: Trade Mark Registrations

Dear Sir/Madam:

RE: TRADE MARK: www.everydayliving.com
APPLICANT: **SDA Publishing Inc.**

I enclose a trade mark application with respect to the above, and a cheque payable to the Receiver General for Canada in the amount of \$150.00.

Please be aware that this trademark should be in lower case lettering as set out above.

I look forward to hearing from you and to having this application proceed towards registration of the trade mark.

Yours truly,

PAUL SANDERSON & ASSOCIATES

Per: PAUL SANDERSON
Barrister & Solicitor

PS/kfb

Enclosure

cc: SDA Publishing Inc.

DEPOT POUR REC. GEN.
DU CANADA 033-13655
0881-10 09-87913

C/A # 957
K221

5483 B# 013 0001-002 3:31PM 10/ 5/99 150.00

TEL 416-971-6616
FAX 416-971-4144 C:/TEXT/CLIENTS/SDA.PUB/EVERYDAY.TM/TM.L01

179 John Street, Suite 404
Toronto, Ontario, Canada
M5T 1X4

www.sandersonassociates.com
info@sandersonassociates.com

TRADE MARK APPLICATION

TO: THE REGISTRAR OF TRADE MARKS,
OTTAWA, ONTARIO

1. The undersigned, SDA Publishing Inc., whose full post office address and whose principal office and place of business is 2 Birchcroft Road, Etobicoke, Ontario, M9A 2L2, hereby applies for the registration in accordance with the provisions of the Trade Marks Act, of the trade mark **www.everydayliving.com**.

2. The trade mark has been used in Canada by the applicant with all the specific services listed hereafter, and the applicant requests registration in respect of such services. The trade mark has been so used in Canada in association with the general class of services comprising the following:

Use Regarding Services

Date

- (a) Operation of an internet based electronic magazine on the world wide web providing information, services, advertisements, on-line shopping, business directory and website links.

At least as early as
May, 1999.

3. In addition, the applicant intends to use such trade mark in Canada and the applicant is satisfied that it is entitled to use the trade mark in Canada in association with the below wares and the applicant requests registration with respect to such wares as described below:

Proposed Use Regarding Wares

- (a) Print publications namely magazines, periodicals and books.

4. In addition, the applicant intends to use such trade mark in Canada and the applicant is satisfied that it is entitled to use the trade mark in Canada in association with the services described below:

Proposed Use Regarding Services

- (a) Operation of a magazine publishing business.

5. In compliance with Section 12(1)(b) and 35 of the Trade Marks Act, the applicant disclaims the right to the exclusive use of the words "WWW.COM." apart from the trade mark.

6. The applicant appoints Paul Sanderson, Barrister & Solicitor, whose full post office address in Canada is 179 John Street, Ste. 404, Toronto, Ontario, M5T 1X4 as the person or firm to whom any notice in respect of the application or registration may be sent and upon whom service of any proceedings in respect of the application or registration may be given or served with the same effect as if they had been given or served upon the applicant or registrant.

7. The applicant is satisfied that it is entitled to use the trade mark in Canada in association with the services and wares described above.

EXECUTED at Toronto this 30th day of September, 1999.

SDA Publishing Inc.
BY ITS TRADE MARK AGENT:



Paul Sanderson
Barrister & Solicitor