

**APPL'N No./No DEM. 1 664 432**

**FORMALIZED/FORMALITÉS ACCOMPLIES**

**FILING DATE/DATE DE PRODUCTION:**

**19 fév/Feb 2014**

**APPLICANT/REQUÉRANT:**

Maple Leaf Sports & Entertainment Ltd.  
50 Bay Street  
Suite 500  
Toronto  
ONTARIO  
M5J 2L2

**AGENT: (95286-64 (MKE:bhg))**

SMART & BIGGAR  
438 UNIVERSITY AVENUE  
SUITE 1500, BOX 111  
TORONTO  
ONTARIO M5G 2K8

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

**(95286-64 (MKE:bhg))**

SMART & BIGGAR  
438 UNIVERSITY AVENUE  
SUITE 1500, BOX 111  
TORONTO  
ONTARIO M5G 2K8

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

**WE THE NORTH**

**WARES/MARCHANDISES:**

clothing, namely, bandannas, boxer shorts, cloth bibs, dresses, ear muffs, gloves, hats, caps, namely baseball caps, softball caps and caps with visors, toques, headbands, jackets, mittens, nightshirts, pajamas, pants, raincoats, scarves, shirts, shorts, soccer jerseys, hockey jerseys, basketball jerseys, skirts, socks, suits, sun visors, suspenders, sweaters, sweatpants, sweatshirts, swimsuits, t-shirts, ties, underwear, vests, warm-up suits, sweatbands and wristbands; footwear, namely shoes, boots, sandals and slippers; clothing accessories, namely, cuff links, lapel pins, tie clips and tie pins; infant accessories, namely, baby bottles, bibs, infant car seats, pacifiers, rattles, bunting bags and teething rings; soccer equipment, namely, soccer balls, knee pads, leg pads, shin guards, elbow pads, goalie gloves, helmets and soccer shoes; hockey equipment, namely, skates, elbow pads, shin pads, knee pads, protective headgear, namely helmets and face masks, hockey sticks, goalie masks, protective gloves; basketball equipment, namely basketballs, hoops, nets and backboards; address books, banners, three ring binders, booklets, books, brochures, posters, bumper stickers, business card cases, novelty buttons, change purses, coffee mugs, decals, disposable lighters, door knob hanger signs, drinking glasses, garbage cans, golf bags, golf balls, golf tees, golf head covers, key chains, knapsacks, licence plates, magazines, motion picture films pre-recorded on video discs, pre-recorded digital video discs, pre-recorded digital versatile discs and pre-recorded laser discs, newsletters, paper pads, pencils, pennants, pens, photographs, playing cards, plaques, postcards,

posters, pre-recorded video tapes, printed schedules, printed programmes for sporting events, return tops, signs, sticker pads, trading cards and albums, sports bags, towels, namely bath, beach and cloth towels, toy vehicles, toy soccer games, umbrellas, video games, computer games, water bottles, watches, clocks, stickers, pennants, calendars, magazines, event admission tickets and gift certificates, blankets, stuffed toys, dolls and foam hands and magnets; entertainment and simulation software, namely, software which simulates a sports bar environment; entertainment and simulation software, namely, software which creates a virtual sports bar environment; computer software in the nature of a mobile application to provide information about sports and sports events; computer software for conducting and coordinating real-time and asynchronous communications among computer users sharing information and audio/video data via electronic communications networks regarding sports and sports events.

**SERVICES:**

restaurant and bar services; retail store services featuring clothing, sporting goods, footwear, collectibles and promotional items related to sport; online retail store services featuring clothing, sporting goods and footwear, collectibles and promotional items related to sport; webcasting services in the nature of providing on-line chat rooms and on-line interactive chat rooms with guests for transmission of messages among computer users concerning sports and sporting events; providing an entertainment website and online computer database featuring television highlights, interactive television highlights, interactive games, video recordings, interactive video highlight selections and audio recordings; the operation of a website providing information to others about clothing, sporting goods, footwear, collectibles and promotional items related to sport; entertainment services, namely, operating an indoor arena, booking services, namely making and confirming bookings of sporting and entertainment events, namely hockey games, musical performances, motorcycles exhibitions and demonstrations, horse shows, cultural events, artistic events, orchestral events and theatrical events; entertainment services, namely presenting sports and entertainment events to the public, namely hockey games, musical performances, motorcycles exhibitions and demonstrations, horse shows, orchestral events, and theatrical events; providing amusement and entertainment through the medium of hockey, soccer and basketball games and the organization and administration of professional teams in the sports of hockey, soccer and basketball; providing space facilities and personnel for sports, entertainment and theatrical events, meetings, trade shows and conventions; entertainment services, namely the production, broadcast, recording, transmission and distribution of television programs and sports events; operation of a television network; e-commerce services namely, offering for auction, sale, selling and distributing consumer merchandise on an Internet website, namely, clothing, namely, bandannas, boxer shorts, cloth bibs, dresses, ear muffs, gloves, hats, caps, namely baseball caps, softball caps and caps with visors, toques, headbands, jackets, mittens, nightshirts, pajamas, pants, raincoats, scarves, shirts, shorts, soccer jerseys, hockey jerseys, basketball jerseys, skirts, socks, suits, sun visors, suspenders, sweaters, sweatpants, sweatshirts, swimsuits, t-shirts, ties, underwear, vests, warm-up suits, sweatbands and wristbands, footwear, namely shoes, boots, sandals and slippers, clothing accessories, namely, cuff links, lapel pins, tie clips and tie pins, infant accessories, namely, baby bottles, bibs, infant car seats, pacifiers, rattles, bunting bags and teething rings, soccer equipment, namely soccer balls, knee pads, leg pads, shin guards, elbow pads, goalie gloves, helmets and soccer shoes, hockey equipment, namely, skates, elbow pads, shin pads, knee pads, protective headgear, namely helmets and face masks, hockey sticks, goalie masks, protective gloves, basketball equipment, namely basketballs, hoops, nets and backboards, address books, banners, three ring binders, booklets, books, brochures, posters, bumper stickers, business card cases, novelty buttons, change purses, coffee mugs, decals, disposable lighters, door knob hanger signs, drinking glasses, garbage cans, golf bags, golf balls, golf tees, golf head covers, key chains, knapsacks, licence plates, magazines, motion picture films pre-recorded on video discs, digital video discs, digital versatile discs and laser discs, newsletters, paper pads, pencils, pennants, pens, photographs, playing cards, plaques, postcards, posters, pre-recorded video tapes, printed schedules, printed programs for sporting events, return tops, signs, sticker pads, trading cards and albums, sports bags, towels, namely bath, beach and cloth towels, toy vehicles, toy soccer games, umbrellas, video games, computer games, water bottles, watches, clocks, stickers, pennants, calendars, magazines, event admission tickets and gift certificates, blankets, stuffed toys, dolls and foam hands, magnets, packages for experiential adventures; retail sale of merchandise, namely, clothing, namely, bandannas, boxer shorts, cloth bibs, dresses, ear muffs, gloves, hats, caps, namely baseball caps, softball caps and caps with visors, toques, headbands, jackets, mittens, nightshirts, pajamas, pants, raincoats, scarves, shirts, shorts, soccer jerseys, hockey jerseys, basketball jerseys, skirts, socks, suits, sun visors, suspenders, sweaters, sweatpants, sweatshirts, swimsuits, t-shirts, ties, underwear, vests, warm-up suits, sweatbands and wristbands, footwear, namely shoes, boots, sandals and slippers,

clothing accessories, namely, cuff links, lapel pins, tie clips and tie pins, infant accessories, namely, baby bottles, bibs, infant car seats, pacifiers, rattles, bunting bags and teething rings, soccer equipment, namely, soccer balls, knee pads, leg pads, shin guards, elbow pads, goalie gloves, helmets and soccer shoes, hockey equipment, namely, skates, elbow pads, shin pads, knee pads, protective headgear, namely helmets and face masks, hockey sticks, goalie masks, protective gloves, basketball equipment, namely basketballs, hoops, nets and backboards, address books, banners, three ring binders, booklets, books, brochures, posters, bumper stickers, business card cases, novelty buttons, change purses, coffee mugs, decals, disposable lighters, door knob hanger signs, drinking glasses, garbage cans, golf bags, golf balls, golf tees, golf head covers, key chains, knapsacks, licence plates, magazines, motion picture films pre-recorded on video discs, digital video discs, digital versatile discs and laser discs, newsletters, paper pads, pencils, pennants, pens, photographs, playing cards, plaques, postcards, posters, pre-recorded video tapes, printed schedules, printed programs for sporting events, return tops, signs, sticker pads, trading cards and albums, sports bags, towels, namely bath, beach and cloth towels, toy vehicles, toy soccer games, umbrellas, video games, computer games, water bottles, watches, clocks, stickers, pennants, calendars, magazines, event admission tickets and gift certificates, blankets, stuffed toys, dolls and foam hands, magnets, packages for experiential adventures; wireless digital messaging services; wireless telephone and voicemail services; entertainment services, namely providing audio and video content relating to sports and sports events via a wireless data network to wireless devices; streaming of sports events webcasts to third party websites via the internet; providing information about scheduling of television programs via the Internet and electronic mail; providing entertainment services, namely streaming of television broadcasts via the Internet; providing an entertainment website and online computer database featuring news, trivia, sports, sporting events and show-business information; providing electronic bulletin boards via global computer information networks in the fields of sports, sports entertainment, show-business entertainment, travel, restaurants, shopping, and music; providing and receiving on-line journals, namely, blogs featuring information about sports; conducting fan polls; broadcasting, namely streaming audio and video recordings relating to sports and sporting events over the internet; broadcasts of ongoing radio programs over the Internet; webcasting services in the nature of providing audio, live and still video recordings relating to sports and sporting events that is downloadable by computer users; entertainment services, namely, providing online an online portal with audio and visual content in the sports and sports entertainment and show-business entertainment field that permits real-time interaction between and among users of computers, video consoles, mobile and handheld computers, and wired and wireless communication devices; enabling individuals to send and receive messages via email, instant messaging or a website on the internet in the fields of sports and sports entertainment and show-business entertainment; providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the fields of sports and sports entertainment and show-business entertainment; providing online access to computer networks, computer databases containing news, trivia, and sports and show-business information, the Internet, on-line bulletin boards in the fields of news, trivia, and sports and show-business information and virtual worlds and libraries of text, graphics and audio and video recordings in the fields of news, trivia, sports, sports entertainment and show-business entertainment; providing of an on-line service enabling physically remote users to search on-line for and communicate with selected other users; the retail sale of downloadable audio and video recordings in the fields of sports, sports entertainment and show-business entertainment; providing downloadable streaming and transmission of online and wireless sports and audio and video recordings and literary works in the fields of sports and sports entertainment and show-business entertainment; information services, namely, providing information and audio and video recordings in the field of sports, sports entertainment and show-business entertainment, and providing for informational messages relating thereto; entertainment services, namely, providing multi-user interactive computer software to share information and audio and video recordings regarding sports and sports events all via a global computer network and through a commercial on-line service provider; educational services, namely offering sports skills programs, sports skills seminars and sports skills clinics offered live and through on-line instruction; entertainment services, namely, operation of a website that provides streaming audio and video such as music, movies, television shows, music videos, news and sports webcasts and the like; organizing community sporting events, namely, hockey games, basketball games, football games, soccer games; providing facilities for online sports tournaments; organizing and conducting fantasy sports, sports contests and sweepstakes; providing a web-based system and on-line portal for users to participate in a virtual sports bar environment; providing a web site and on-line portal featuring temporary use of non-downloadable software allowing users to upload, post and display video and audio recordings for sharing with others in the field of sports, entertainment and related topics; computer programming services, namely, content creation and development of virtual and interactive images and environments; providing on-line access to computer networks featuring a virtual sports bar environment.

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**CLAIMS/REVENDEICATIONS:**

Proposed Use in CANADA on wares and on services.

<b>Action</b>	<b>Date</b>	<b>BF</b>	<b>Comments/Commentaires</b>
filed/produite	2014/02/19		
created/créé	2014/02/20		
formalized/formalisée	2014/02/21		