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May 26, 2023

Registrar of Trademarks

Trademarks Office
Gatineau, Quebec K1A 0C9
Canada

Application number: 1986544

AMENDED APPLICATION FOR THE REGISTRATION OF A TRADEMARK

COVERING LETTER REMARKS

Attention: Wanda Lockheed, Examination Section

This is in response to the Office Action issued May 25, 2022.

The Examiner raised a substantive objection under paragraph 37(1)(d) of the Trademarks Act. Please find attached our letter of today, May 26, 2023 addressing the Examiners objection. Please note that we are submitting today electronically only partial evidence, namely the Affidavit of Albert P. Mauro Jr.

In addition we enclose an amended application wherein the scent description has been revised per the Examiner's request.

Due to their size, the Affidavit exhibits will be filed later today, May 26, 2023, by way of physical delivery to the Trademarks Office in the form of a USB key containing the Exhibits A to Z and AA to XX to the Affidavit of Albert P. Mauro Jr.

We look forward to receiving confirmation that this application has been approved for advertisement in due course.

Should you have any questions regarding this matter, please contact the undersigned at 416-862-4634.

Yours very truly,
Susannah C. Rolston
Registered Trademark Agent, Gowling WLG (Canada) LLP

Submitted by

Olga Malyuk
Gowling WLG (Canada) LLP
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Applicant details

CRAYOLA PROPERTIES, INC.

1100 Church Lane
Easton, PA
18044
United States

Language of the application: English

Agent details Updated

The applicant appoints the individual agent or all the agents at the firm shown below as its trademark agent, as defined in the Trademarks Regulations.

GOWLING WLG (CANADA) LLP

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Attention to: Susannah C. Rolston

Reference: T6805831CA

Name of the individual trademark agent (not firm) submitting this correspondence: Susannah C. Rolston

Address for service details Deleted

15 Mary St West
Crayola Canada Marketing Department
Lindsay, ON
K9V 4R8
Canada

Trademark details Updated

Trademark reference:

CRAYON SCENT MARK

Trademark type(s):

Scent

The trademark consists in whole or in part of a scent.

Full Description: Updated

The trademark consists of the scent of a slightly earthy soap with pungent, leather-like clay undertones.

Nice Class Edition 11**Goods**

Class: 16

Statement: *generated from the pre-approved list*
(1) crayons;

Closing details Updated

Additional documentation: Updated

1986544 CRAYON SCENT MARK - Office Action Response - Ltr to CIPO.pdf
1986544_Albert P. Mauro, Jr._affiant_2023-05-25.pdf