

Maple Leaf Sports & Entertainment Ltd.



REQUERANT - APPLICANT
MARQUE DE COMMERCE - TRADE-MARK
WE THE NORTH

95286-64 (MKE:bhg)
SMART & BIGGAR
438 UNIVERSITY AVENUE
SUITE 1500, BOX 111
TORONTO
ONTARIO M5G 2K8

DATE DE PRODUCTION - FILING DATE 19 fév/Feb 2014	No DOSSIER - FILE NO 1664432
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RUBRIQUES DE L'INDEX - INDEX HEADINGS

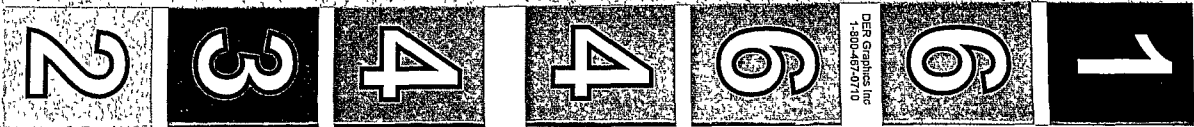
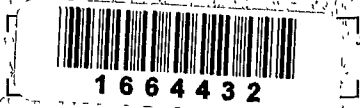
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OPIC-CIPO 195 (9-02)

OPIC
OFFICE DE LA PROPRIÉTÉ
INTELLECTUELLE DU CANADA



CIPO
CANADIAN INTELLECTUAL
PROPERTY OFFICE



Osler, Hoskin & Harcourt LLP
Suite 1900, 340 Albert Street
Ottawa, Ontario, Canada K1R 7Y6
613.235.7234 MAIN
613.235.2867 FACSIMILE

OSLER

Ottawa

Toronto

Montréal

Calgary

New York

October 6, 2016



Donna G White
Direct Dial 613-787-1061
Email dwhite@osler.com
Our Matter No . 1154443

DELIVERED BY HAND

The Registrar of Trade-marks
Canadian Intellectual Property Office
Place du Portage 1
50 Victoria Street, Room C-114
Gatineau QC K1A 0C9

Dear Madam:

Trade-mark: WE THE NORTH
Application No.: 1664432
Registration No.: 950,712
Registrant: Maple Leaf Sports & Entertainment Partnership

We are in receipt of the Certificate of Registration of the above application and note an error contained therein.

We respectfully request that the proof sheet be amended and reissued.

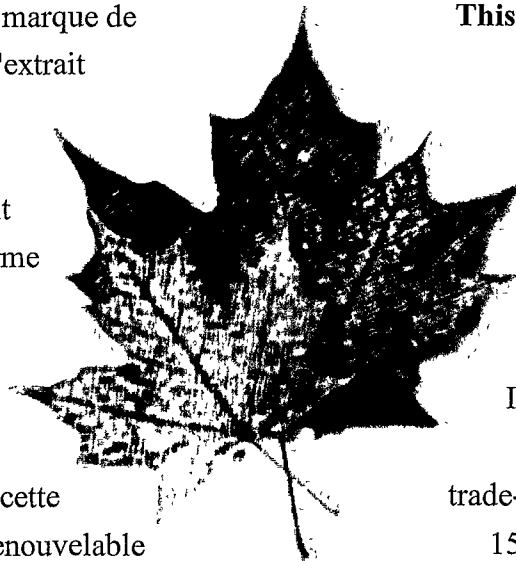
Yours very truly,

A handwritten signature in black ink, appearing to read "Donna G White".



Marques de commerce
Certificat d'enregistrement

La présente atteste que la marque de commerce identifiée dans l'extrait ci-joint, tiré du registre des marques de commerce, a été enregistrée et que ledit extrait est une copie conforme de l'inscription de son enregistrement. Conformément aux dispositions de la *Loi sur les marques de commerce*, cette marque de commerce est renouvelable tous les quinze ans à compter de la date d'enregistrement.



Trade-marks
Certificate of Registration

This is to certify that the trade-mark, identified in the attached extract from the register of trade-marks, has been registered and that the said extract is a true copy of the record of its registration.

In accordance with the provisions of the *Trade-marks Act*, this trade-mark is subject to renewal every 15 years from the registration date.

WE THE NORTH

Numéro d'enregistrement
Registration Number

TMA950,712

Numéro de dossier
File Number

1664432

Registraire des marques de commerce
Registrar of Trade-marks

Date d'enregistrement
Registration Date

28 sept/Sep 2016

APPL'N/DEM. NO 1 664 432

REGISTRATION/ENREGISTREMENT NO TMA950,712

FILING DATE/DATE DE PRODUCTION:

19 fév/Feb 2014

REGISTRATION DATE/DATE D'ENREGISTREMENT:

28 sept/Sep 2016

REGISTRANT/PROPRIÉTAIRE ORIGINAL:

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

REP FOR SERVICE/REP POUR SIGNIFICATION:

OSLER, HOSKIN & HARCOURT LLP
SUITE 1900
340 ALBERT STREET
OTTAWA
ONTARIO K1R 7Y6

TRADE-MARK/MARQUE DE COMMERCE:

WE THE NORTH

GOODS/PRODUITS:

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 in the field of basketball; 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 in the field of basketball, namely, tickets for tours of sports arenas, for attending basketball game radio and

television broadcasts, for attending meet and greet events with basketball teams, players and coaches, for attending basketball team practices, and for charity basketball game events; 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 by streaming via the Internet, global computer networks, cellular phone networks and mobile device networks to computers and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones; 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 and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones; 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 information in the field of basketball; 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.

CLAIMS/REVENUDICATIONS:

Declaration of Use filed August 30, 2016 on goods and on services.

→ replace with hyphen

Osler, Hoskin & Harcourt LLP
Suite 1900, 340 Albert Street
Ottawa, Ontario, Canada K1R 7Y6
613.235.7234 MAIN
613.235.2867 FACSIMILE

OSLER

August 30, 2016

Barry Fong
Direct Dial: 613-787-1097
Email: bfong@osler.com
Our Matter No.: 1154443

Ottawa

Toronto

Montréal

Calgary

New York

DELIVERED BY HAND

The Registrar of Trade-marks
Canadian Intellectual Property Office
Place du Portage 1
50 Victoria Street, Room C-114
Gatineau QC K1A 0C9



Dear Madam:

Trademark: WE THE NORTH
Application No.: 1664432
Applicant: Maple Leaf Sports & Entertainment Partnership

We enclose:

1. An application to register the above trademark.
2. An application to amend the above registration.
3. A drawing of the above trademark.
4. A certified copy of
- X 5. A declaration of use in respect of the above trademark.
- 6.

And we request:

- X 7. We confirm the authorization to charge the prescribed fee of \$200.00 to the American Express card in the name of J. Bradley White/Osler, Hoskin & Harcourt LLP as set out in the Fee Payment Form submitted today to the Canadian Intellectual Property Office. If, for any reason, fees cannot be charged to the American Express card account, or should the fees submitted with this letter be insufficient to cover all of the fees for which payment is explicitly or implicitly requested by this letter, CIPO is authorized to charge the amount of the insufficiency using one of the payment methods specified on the Fee Payment Form submitted today to the Canadian Intellectual Property Office.
- X 8. That the above application issue to registration.
9. That the above registration be renewed.
10. That the firm of Osler, Hoskin & Harcourt LLP (Ottawa office) be appointed as agent and representative for service.

Yours very truly,

Osler, Hoskin & Harcourt LLP

Encl.

IN THE CANADIAN TRADEMARKS OFFICE

IN THE MATTER of an Application for
Registration of the Proposed Trademark

WE THE NORTH

Application No. 1,664,432

The undersigned, **Maple Leaf Sports & Entertainment Partnership**, the owner of the trademark described in the above application, hereby declares that it has itself or through an entity by or with the authority of the owner in circumstances where the owner has, under the license, direct or indirect control of the character or quality of the goods produced and the services performed by such entity, commenced to use the said trademark in Canada in association with:

Goods: (1) 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: (1) 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 in the field of basketball; 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 in the field of basketball, namely, tickets for tours of sports arenas, for attending basketball game radio and television broadcasts, for attending meet and greet events with basketball teams, players and coaches, for attending basketball team practices, and for charity basketball game events; 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,

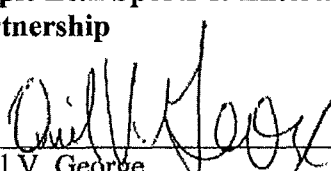
clocks, stickers, pennants, calendars, magazines, event admission tickets and gift certificates, blankets, stuffed toys, dolls and foam hands, magnets, packages for experiential adventures; wireless digital messaging services; wireless telephone and voicemail services; entertainment services, namely providing audio and video content relating to sports and sports events by streaming via the Internet, global computer networks, cellular phone networks and mobile device networks to computers and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones; 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 and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones; 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 information in the field of basketball; 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.

DATED at New York, New York, this 30th day of August 2016.

By and on behalf of
**Maple Leaf Sports & Entertainment
Partnership**

Authorized Signatory: _____


Anil V. George
Vice President & Senior Intellectual
Property Counsel, NBA Properties Inc.

Re-executed at Ottawa, Canada, this 30th day of August, 2016.

By: _____


Osler, Hoskin & Harcourt LLP
Trademark Agents

file: n:\ec\trade_mark\01\66\44\32\kimberlyohh1428350199407_rev.html printed:
2015-04-07 11:05

Electronic Application Receive TimeStamp: April 6, 2015 3:56:38 PM

Date: April 6, 2015

Registrar of Trade-marks
Trade-marks Office
Gatineau, Quebec K1A 0C9
CANADA

Dennis Godin

Trade-mark application number: 1664432

Agent Reference No.: 1154443
Representative for Service Reference No.: 1154443

Language of correspondence: English

This is in response to the Office Action dated October 3, 2014.

We hereby enclose a revised application in which the goods and services which prompted objection have been redefined or maintained as follows:

Goods:

1. 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 – The Examiner has objected to the term "electronic communications networks". We wish to draw the Examiner's attention to the fact that identical (or nearly identical) computer software goods containing the term "electronic communications networks" has been accepted by the Trade-marks Office in numerous approved applications and issued registrations, including registration No. TMA793,490 (home Design), registration No. TMA880,739 (WE KNOW YOUR GAME), application No. 1,640,751 (RS REAL SPORTS WE KNOW YOUR GAME. & DESIGN), and registration No. TMA803,538 (home and home Design). In addition, there are hundreds of examples of prior approved applications and issued registrations in which the Registrar has accepted the term "electronic communications networks" as part of the statement of goods and/or services, including registration No. TMA612,799 (CNET & Design), registration No. TMA669,915 (PALMSOURCE), registration No. TMA562,207 (LOOKSMART), application No. 1,646,244 (MEMLOOM), application No. 1,598,558 (OXERIA), and registration No. TMA588,696 (COMMERCE ONE), among many others. We submit that the state of the register evidences the longstanding practice of the Registrar in accepting the term "electronic communications networks". Moreover, we note that the Goods and Services Manual maintained by the Trade-marks Office lists the following services among the list

of acceptably defined terms: "advertising by transmission of on-line publicity for third parties through electronic communications networks". In view of the foregoing, we submit that if the identical term "electronic communications networks" has been approved in numerous prior applications as being defined in ordinary commercial terms, then it should also be approved in the context of the computer software goods covered by the instant application.

Services:

2. Entertainment services, namely providing audio and video content relating to sports and sports events via a wireless data network to wireless devices – These services have been redefined as "entertainment services, namely providing audio and video content relating to sports and sports events by streaming via the Internet, global computer networks, cellular phone networks and mobile device networks to computers and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones".

3. 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 – These services have been redefined as "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 in the field of basketball".

4. Packages for experiential adventures – These services have been redefined as "packages for experiential adventures in the field of basketball, namely, tickets for tours of sports arenas, for attending basketball game radio and television broadcasts, for attending meet and greet events with basketball teams, players and coaches, for attending basketball team practices, and for charity basketball game events".

5. 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 – These services have been redefined as "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 and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones".

6. 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 – These services have been redefined as "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 information in the field of basketball".

In view of the foregoing, we respectfully request that the subject application now be approved for advertisement.

REVISED APPLICATION FOR THE REGISTRATION OF A TRADE-MARK

1. The applicant, Maple Leaf Sports & Entertainment Ltd., the full post office address of whose principal office or place of business is 50 Bay Street, Suite 500, Toronto, ONTARIO, M5J2L2, CANADA, applies for the registration, in accordance with the provisions of the Trade-marks Act, of the trade-mark identified below.

2. The trade-mark is

WE THE NORTH

3. The applicant by itself or through a licensee, or by itself and through a licensee, intends to use the trade-mark in Canada in association with **(1) 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 and requests registration of the trade-mark in respect of such goods.

4. The applicant by itself or through a licensee, or by itself and through a licensee, intends to use the trade-mark in Canada in association with **(1) 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 in the field of basketball; 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 in the field of basketball, namely, tickets for tours of sports arenas, for attending basketball game radio and television broadcasts, for attending meet and greet events with basketball teams, players and coaches, for attending basketball team practices, and for charity basketball game events; 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 by streaming via the Internet, global computer networks, cellular phone networks and mobile device networks to computers and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones; 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 and tablet computers, video consoles, mobile and handheld computers, and mobile and smart phones; 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 information in the field of basketball; 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 and requests registration of the trade-mark in respect of such services.

5. The applicant appoints OSLER, HOSKIN & HARCOURT LLP, whose full post office address in Canada is SUITE 1900 340 ALBERT STREET, OTTAWA, ONTARIO, K1R7Y6, CANADA, as the person (firm or any member of the said firm), as its agent to prosecute this application with full powers of amendment and substitution, to execute any amendment related thereto as well as any amended application, and to represent the applicant with respect to this application, the said agents being authorized to receive the registration certificate on behalf of the applicant.

6. The applicant appoints OSLER, HOSKIN & HARCOURT LLP, whose full post office address in Canada is SUITE 1900 340 ALBERT STREET, OTTAWA, ONTARIO, K1R7Y6, CANADA, 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 to 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 goods and services described above.

Amended On: April 6, 2015

1,664,432

WE THE NORTH

Active Marks

1	WE KNOW THE NORTH	1,125,512	TMA585,864	Registered
		♦ (1) Car and truck vehicle rentals. <i>from apartment</i>		
2	NORTH BY NORTHWEST WE SELL ADVENTURE	1,568,664	TMA847,443	Registered
		♦ (1) Wearing apparel, namely shirts, socks, coats, jackets, vests, sweaters, pants, sweatshirts, fleece...		
3	NORTH; DESIGN 	537,081	TMA311,413	Registered
		♦ (1) Respirators for protection against air contaminants; protective spectacles, goggles, face shields and welding helmets ; ...		
4	THE NORTH FACE & DESIGN 	1,446,421	TMA777,907	Registered
		♦ (1) Retail store , mail order services in the fields of camping and outdoor gear, books , food, and sports equipment.		

*NORTH commonly
used for ~~registered~~
w/s.*



**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

OSLER, HOSKIN & HARCOURT LLP
SUITE 1900
340 ALBERT STREET
OTTAWA
ONTARIO K1R 7Y6

Date	2 avr/Apr 2014
Votre référence - Your reference	1154443 1154447
Numéro de dossier - File number	1664432

Propriétaire - Owner

Maple Leaf Sports & Entertainment Ltd.

Marque de commerce - Trade-mark

WE THE NORTH

CONFIRMATION DE MODIFICATION

CONFIRMATION OF CHANGE

Nous vous avisons que le (la) suivant(e) a été désigné(e)
comme agent à l'égard de la (des) demande(s) en instance et
représentant pour signification pour la (toutes les) marque(s)
mentionnée(s).

This is to notify you that the following firm has been
appointed as agent in connection with pending application(s)
and representative for service in respect of the mentioned
trade-marks(s).

OSLER, HOSKIN & HARCOURT LLP
SUITE 1900
340 ALBERT STREET ✓
OTTAWA
ONTARIO K1R 7Y6

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

APPL'/DEM. NO 1664432 WE THE NORTH
APPL'/DEM. NO 1666533 NORTHERN UPRISING

Registraire des marques de commerce
Registrar of Trade-marks

Contact: David Dagenbach
Section des cessions et renouvellements/
Assignment and Renewal Section
819-997-1611

Canada

www.opic.ic.gc.ca
www.cipo.ic.gc.ca

OPIC  CIPO

Osler, Hoskin & Harcourt LLP
Suite 1900, 340 Albert Street
Ottawa, Ontario, Canada K1R 7Y6
613.235.7234 MAIN
613.235.2867 FACSIMILE

OSLER

Ottawa

March 27, 2014

Toronto

Donna G. White
Direct Dial: 613-787-1061
Email: dwhite@osler.com
Our Matter No.: 1154443

Montréal

DELIVERED BY HAND

Calgary

The Registrar of Trade-marks
Canadian Intellectual Property Office
Industry Canada
Ottawa-Hull, Canada

New York



Dear Sir:

Trade-mark: WE THE NORTH
Application No.: 1664432
Applicant: Maple Leaf Sports & Entertainment Ltd.

Please record the Ottawa office of Osler, Hoskin & Harcourt LLP at the address set out above as agent and representative for service in respect of the above identified application.

Yours very truly,

Osler, Hoskin & Harcourt LLP
Suite 1900, 340 Albert Street
Ottawa, Ontario, Canada K1R 7Y6
613.235.7234 MAIN
613.235.2867 FACSIMILE

OSLER

Ottawa

March 27, 2014

Toronto

Donna G. White
Direct Dial: 613-787-1061
Email: dwhite@osler.com
Our Matter No.: 1154447

Montréal

DELIVERED BY HAND

Calgary

The Registrar of Trade-marks
Canadian Intellectual Property Office
Industry Canada
Ottawa-Hull, Canada

New York



Dear Sir:

Trade-mark: NORTHERN UPRISING
Application No.: 1666533
Applicant: Maple Leaf Sports & Entertainment Ltd.

Please record the Ottawa office of Osler, Hoskin & Harcourt LLP at the address set out above as agent and representative for service in respect of the above identified application.

Yours very truly,

Maple Leaf Sports & Entertainment Ltd.

1664432

MARQUE DE COMMERCE - TRADE-MARK

WE THE NORTH

DATE DE PRODUCTION - FILING DATE

19 fév/Feb 2014

RUBRIQUES DE L'INDEX - INDEX HEADINGS

MARCHANDISES/SERVICES - WARES/SERVICES

clothing, namely, bandannas, boxer shorts, cloth bibs, dresses, ear muffs, gloves, hats, caps, namely baseball caps, softball caps and caps with visors, toques, *** See file for remainder *** restaurant and bar services; retail store services featuring clothing, sporting goods, footwear, collectibles and promotional items related to sport; online retail store *** See file for remainder ***

EXIGENCES FORMELLES - FORMAL REQUIREMENTS

☒ WARES/MARCHANDISES

☒ SERVICES

☐ DISCLAIMER

☐ CC + FEE

☐ OTHER/AUTRE

30(a)

30(a)

OBJECTIONS

☐ 12 (1)(a)

☐ 12 (1)(c)

☒ 12 (1)(b)

no

Slogan FOR T.O. RAPTORS.

could be referencing Notanawca?
Canada?
not clear.

☐ 12 (1)(d)

☒ 16

16(3)

no

☐ OTHER

MARQUES ASSOCIEES - ASSOCIATED MARKS

NONE WHICH NEED TO BE ASSOCIATED.

16(3)
Oct 3'14

file: \\intrepid-prod\tmdata\ec\trade_mark\01\66\44\32\1664432.htm printed: 2014-02-20 07:11

Transmission identification: TSmartBHG1902143750280_app_4378118

Electronic Application Receive TimeStamp: February 19, 2014 02:41:45 PM

Reference No. : 95286-64 (MKE:bhg)

Date : February 19, 2014

Registrar of Trade-marks
Trade-marks Office
Gatineau, Quebec K1A 0C9
CANADA

Attention: FORMALITIES SECTION

Please find enclosed an application to register the trade-mark WE THE NORTH.

If the fee payment indicated in this letter is insufficient, or if a fee payment authorization is missing, or if CIPO is unable to charge the required fee payment to the designated credit card, CIPO is hereby authorized to withdraw all required additional or missing fees in the amount required to make a fee payment from our deposit account number 6098.

The prescribed fee of CDN\$250 for this application is processed by credit card, using the secure online payment service.

APPLICATION FOR THE REGISTRATION OF A TRADE-MARK

1. The applicant, Maple Leaf Sports & Entertainment Ltd., the full post office address of whose principal office or place of business is 50 Bay Street, Suite 500, Toronto, ONTARIO, CANADA, M5J 2L2, applies for the registration, in accordance with the provisions of the Trade-marks Act, of the trade-mark identified below.

2. The trade-mark is

WE THE NORTH

3. The applicant by itself or through a licensee, or by itself and through a licensee, intends to use the trade-mark in Canada in association with **(1) 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 and requests registration of the trade-mark in respect of such wares.**

4. The applicant by itself or through a licensee, or by itself and through a licensee, intends to use the trade-mark in Canada in association with **(1) 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 and requests registration of the trade-mark in respect of such services.

5. The applicant appoints SMART & BIGGAR, whose full post office address in Canada is 438 University Avenue, Suite 1500, Box 111, Toronto, ONTARIO, CANADA, M5G 2K8, as the person (firm or any member of the said firm), as its agent to prosecute this application with full powers of amendment and substitution, to execute any amendment related thereto as well as any amended application, and to represent the applicant with respect to this application, the said agents being authorized to receive the registration certificate on behalf of the applicant.

6. The applicant appoints SMART & BIGGAR, whose full post office address in Canada is 438 University Avenue, Suite 1500, Box 111, Toronto, ONTARIO, CANADA, M5G 2K8 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 to 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 wares and services described above.