

APPL'N No./No DEM. 1 889 597

FORMALIZED/FORMALITÉS ACCOMPLIES

FILING DATE/DATE DE PRODUCTION:

22 mars/Mar 2018

APPLICANT/REQUÉRANT:

WestJet Airlines Ltd.
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T2E 3J1

AGENT: (06728926CA)

GOWLING WLG (CANADA) LLP
SUITE 2600, 160 ELGIN STREET
OTTAWA
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ATTENTION: Eric Macramalla

REP FOR SERVICE/REP POUR SIGNIFICATION:

(06728926CA)

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TRADE-MARK/MARQUE DE COMMERCE:

L'ESPRIT DU CANADA

GOODS/PRODUITS:

- 9** (1) ear phones; headsets for use with electronic devices, namely, e-books, in-flight entertainment systems, MP3 players, DVD players, audio cassette players, CD players, hand-held electronic game players and laptop computers.
- 28** (2) toys, namely, dolls, radio controlled toy airplanes, toy airplanes, toy flying saucers for toss games; models, namely, scale model airplanes; playing cards; plush toys; golf balls; golf equipment, namely, golf tees and divot repair tools.

SERVICES:

- 35** (1) consumer loyalty services for commercial, promotional and advertising purposes, namely, business administration of a frequent flyer program that allows members to purchase air transportation, tour operator and travel operator goods and services with redeemable points; issuing gift certificates which may then be redeemed for goods or services; online retail store services featuring pre-recorded audiovisual content in the nature of movies and television programs.

- 38** (2) Provision of live audio and video streaming services via the internet in the fields of movies, television programs, news, sports, magazines, music, cultural programs, and electronic games; providing multiple user wireless access to the internet; provision of a wireless based platform that allows guests to wirelessly access the internet via a software portal using their own devices; provision of in-flight internet access.
- 39** (3) air transportation services, namely, transportation of passengers, parcels, freight and cargo by air; arranging for rental of cars; providing information about air transportation and motor transportation, namely, transportation by airplane and motorcar; travel agency services, namely, making reservations and bookings for air transportation.
- 41** (4) Providing on-line, magazines and journals in the fields of transportation and travel; provision of in-flight entertainment services, namely, online non-downloadable general feature magazines, television news shows, on-line computer games; onboard in-flight entertainment services, namely, on-line non-downloadable general feature magazines, television news shows, on-line computer games; provision of in-flight entertainment services in the nature of movies, television programs featuring news, sports, music, and cultural programs; provision of in-flight entertainment services in the nature of providing temporary use of non-downloadable electronic games; provision of in-flight entertainment services in the nature of on-line non-downloadable general feature magazines; provision of in-flight entertainment services in the nature of on-line music, not downloadable; rental of pre-recorded audiovisual content in the nature of films, computer game programs, DVDs, movies and television programs.
- 43** (5) providing information about hotels and temporary accommodations; travel agency services, namely, making reservations and bookings for hotels and temporary accommodations.

CLAIMS/REVENICATIONS:

Proposed Use in CANADA on goods and on services.

Action	Date	BF	Comments/Commentaires
filed/produite	2018/03/22		
created/créé	2018/03/23		
formalized/formalisée	2018/03/28		