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| OSLER, HOSKIN & HARCOURT LLP  SUITE 1900  340 ALBERT STREET  OTTAWA  ONTARIO K1R 7Y6 | | |
|  | | |
| RE: | Trade-mark: | WE THE NORTH |
|  | Applicant: | Maple Leaf Sports & Entertainment Ltd. |

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| 3 oct/Oct 2014 |
| *Votre référence Your File* |
| *Notre référence Our File*  1664432 |
|  |

This examiner's report concerns the above identified application. To avoid abandonment proceedings, a proper response must be received by this office by April 3, 2015. All correspondence respecting this application must indicate the file number.

A statement in more specific terms of the underlined wares presently designated as "**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**" is required. The wares should be defined in ordinary commercial terms in compliance with the provisions of paragraph 30(a) of the *Trade-marks Act.*

A statement in more specific terms of the underlined services presently designated as "**entertainment services, namely providing audio and video content relating to sports and sports events via a wireless data network to wireless devices** […] **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 […] packages for experiential adventures […]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; […]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** " is required. The services should be defined in ordinary commercial terms in compliance with the provisions of paragraph 30(a) of the *Trade-marks Act.*

A revised application is required.

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

If the applicant has any specific questions in respect of this Office action, please contact the assigned examiner. Please note that for general inquiries, including assistance with filing of the revised application, queries about the status of an application or receipt of correspondence, you may contact our Client Service Centre toll free at 1-866-997-1936.

Yours truly,



Denis Godin

Examination Section

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