

# ESSO — 0130671

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 [ic.gc.ca/app/opic-cipo/trdmrks/srch/viewTrademark.html](https://ic.gc.ca/app/opic-cipo/trdmrks/srch/viewTrademark.html)

## Application number

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0130671

## Registration number

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TMDA40806

## Type(s)

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Word

## Category

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Specific Mark

## CIPO status

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REGISTERED

## TM5 status

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LIVE/REGISTRATION/Issued and Active



The trademark application has been registered with the Office.

## Registered

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1926-11-11

## Registration Expiry Date

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2021-11-11

## Current owner

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IMPERIAL OIL LIMITED,  
505 Quarry Park Blvd. SE  
Calgary  
ALBERTA T2C5N1

## Agent

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GOWLING WLG (CANADA) LLP  
SUITE 2600, 160 ELGIN STREET  
OTTAWA  
ONTARIO K1P1C3

## Registrant

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STANDARD OIL COMPANY (NEW JERSEY) (A NEW JERSEY CORPORATION),  
BAYONNE, NEW JERSEY,  
UNITED STATES OF AMERICA

## Index headings

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ESSO

### Goods

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(1) Petroleum products namely aviation fuels, gasolines, lubricating oils, greases, motor fuels, naphtha, solvents, heating oils, illuminating oils, diesel fuel oils, residual fuel oils, crude oils, asphalts, waxes, anti-freezes, rust preventives, liquefied petroleum gases, natural gases, hydraulic fluids, anti-seize compounds, compass fluids, de-icing fluids, petroleum specialty products namely, harness oil, floor dressing, belt dressing, leather preservative compounds, penetrating oils, and axle greases, industrial oils namely, quenching oils, cutting oils, process oils, carriers, diluents, binders, form oils, wood preservatives, plasticizers, extenders, coolants; white oils and petrolatums.

(2) Herbicides and insecticides.

(3) Grease guns and grease gun cartridges.

(4) Oil furnaces and oil burners.

(5) Petrochemicals, namely ethylene, propylene, butylene, butadiene, alkyl benzenes, olefine benzene, toluene, xylene, aromatic tar.

(6) Asphalt shingles, slate and smooth roll roofings, base sheets; felts, sheathings and vapour barriers; caulking, cements, asphalt, nails; fibreboard sheathing and panels; fibreboard roof insulation; fibreboard ceiling tiles and lay-in panels; phenolic roof insulation; phenolic wall sheathing/insulation; vinyl siding, soffit, fascia and accessories; plastic shutters.

(7) Agricultural chemicals, namely, fertilizers, pesticides, and fungicides.

### Classification data

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#### Disclaimer

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The classification data is provided for information and searching purposes only. CIPO does not warrant the accuracy of the classes assigned to the trademark. This data has no legal value of any kind.

- 1 - Chemicals and adhesives
- 2 - Paints, varnishes and lacquers
- 4 - Industrial oils, greases and fuels
- 5 - Pharmaceuticals and herbicides
- 6 - Common metals

- 7 - Machinery
- 8 - Hand tools
- 9 - Electrical, scientific and teaching apparatus and software
- 11 - Environmental control items
- 16 - Paper and printed goods
- 17 - Rubber and rubber goods
- 18 - Leather and artificial leather goods
- 19 - Non-metallic building materials
- 29 - Meats and processed foods
- 30 - Staple foods

## Claims

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- Date of first use in CANADA November 11, 1926 on goods (1)
- Date of first use in CANADA March 1943 on goods (2)
- Date of first use in CANADA February 1960 on goods (3)
- Date of first use in CANADA October 29, 1934 on goods (4)
- Date of first use in CANADA December 1957 on goods (5)
- Used in CANADA since at least as early as December 1947 on goods (7)
- Declaration of Use filed December 05, 1985 on goods (6)

## Recordals (known also as Footnotes)

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**THIS REGISTER DOES NOT REFLECT ALL CHANGES OF TITLE PRIOR TO 1980 SEE FILE FOR FURTHER INFORMATION / CETTE PAGE DU REGISTRE NE TIENT PAS COMPTE DE TOUS LES CHANGEMENTS DE TITRE APPORTES AVANT 1980 VOIR LE DOSSIER POUR RENSEIGNEMENTS SUPPLEMENTAIRES**

### **CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1931-03-27

DATE OF CHANGE / DATE DE CHANGEMENT: 1931-03-19

COMMENTS / COMMENTAIRES: IMPERIAL OIL, LIMITED

SEE EVIDENCE ON FILE/VOIR PREUVE SUR LE DOSSIER G.C.2182

### **AMENDMENT TO REGISTRATION / MODIFICATION A L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Section 44 TMA / Article 44 de la Loi sur les marques de commerce

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1963-05-28  
COMMENTS / COMMENTAIRES: Wares (1) amended and date of first use added on Wares (1).

**AMENDMENT TO REGISTRATION / MODIFICATION A  
L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Additional Goods / Produits supplémentaires

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1963-11-08

FILING DATE / DATE DE PRODUCTION: 1963-07-16

COMMENTS / COMMENTAIRES: Wares (2); (3); (4); (5); added and dates of first use added on Wares (2); (3); (4); (5).

**AMENDMENT TO REGISTRATION / MODIFICATION A  
L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Additional Goods / Produits supplémentaires

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1986-09-12

FILING DATE / DATE DE PRODUCTION: 1984-07-31

COMMENTS / COMMENTAIRES: Wares marked (6) added.

**AMENDMENT TO REGISTRATION / MODIFICATION A  
L'ENREGISTREMENT:**

TYPE OF AMENDMENT / GENRE DE MODIFICATION: Additional Goods / Produits supplémentaires

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 1992-03-20

FILING DATE / DATE DE PRODUCTION: 1991-02-18

COMMENTS / COMMENTAIRES: Wares marked (7) added.

**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2007-11-27

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 162898

**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2016-02-10

COMMENTS / COMMENTAIRES: Voir Preuve au dossier/See evidence on File No. 1667399

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## Action History

<b>Action</b>			
<b>Action date</b>			
<b>Due date</b>			
<b>Comments</b>			
Registered	1926-11-11		
Renewed	1991-11-11		
Agent Name Changed	2000-07-04		
Rep for Service Name Changed	2000-07-04		
Renewed	2006-11-11	2021-11-11	DP:2006/02/01 RD:2006/01/30 RR:(8390) GOWLING LAFLEUR HENDERSON LLP
Amendment to Registration	2007-11-27		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 162898
Amendment to Registration	2016-02-10		Owner Address Change / Voir Preuve au dossier/See evidence on File No. 1667399
Rep for Service Name Changed	2016-02-25		

Actions