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Tue, 24 Sep 2019 15:50:03 -0300

To "debbiecollins" <debbiecollins@startupsupportplus.com>

Tags 

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Good day,

Thank you for contacting the Canadian Intellectual Property Office.

A trademark can be a word, a design, a letter, a numeral, a colour, a figurative element, a three-dimensional shape, a hologram, a moving image, a mode of packaging goods, a sound, a scent, a taste, a texture, a position, or a combination of these. Trademarks come to represent not only the actual goods or services, but also the reputation, of the producer. As such, trademarks constitute valuable intellectual property.

Before filing a trademark application in Canada, it is strongly recommended to conduct a thorough search of existing marks. We recommend that you search the [Canadian Trademarks Database](#).

Beware of words, designs, and ideas that are similar to another owner's trademark. If your trademark is confusingly similar to a registered trademark or a pending trademark, it may be refused. Examiners take into account various factors when determining whether trademarks are confusing, including whether the trademarks:

- look or sound alike or suggest similar ideas; and
- are used in association with similar goods or services.

Once your search is completed and you are satisfied that your trademark is not confusing with any other trademarks, you may file your application.

You may file a trademark application:

**Online:** You must access the [online form](#).

If you have not previously submitted payments or correspondence to CIPO electronically, you must first [create an account](#) in order to access the secure server.

**By mail / In person:**

Canadian Intellectual Property Office  
Place du Portage I  
50 Victoria Street, Room C-114  
Gatineau QC K1A 0C9

**By fax : 819-953-2476 (for black and white trademarks) or 819-934-3833 (for colour trademarks)**

Filing a new trademark application:

- Online filing:
  - \$330 for the first class of goods or services
  - \$100 for each additional class of goods or services
- Filing in any other case:

- o \$430 for the first class of goods or services
- o \$100 for each additional class of goods or services

Your registration is valid for 10 years, and you can renew the registration every 10 years thereafter.

- Renewal requested online:
  - o \$400 for the first class of goods or services
  - o \$125 for each additional class of goods or services
- Renewal requested in any other case:
  - o \$500 for the first class of goods or services
  - o \$125 for each additional class of goods or services

Payments by cheque or money order can be made payable to the Receiver General for Canada. Online payment modes: credit card (Visa, MasterCard and American Express only) or deposit account.

CIPO strongly recommends using the [Fee Payment form](#) for all fee payments submitted by mail, facsimile, or hand delivery.

It is not mandatory to hire a trademark agent. Nonetheless, trademark registration can be a complex process. An experienced agent can save you time by helping you prepare a complete application as well as perform more comprehensive research and potentially assist you in opposition and summary expungement proceedings. CIPO provides a [list of registered agents](#), but cannot recommend any particular one to you.

The time required to register a trademark can vary. **Please note that the Office is currently experiencing delays that are beyond the usual [service standards](#).** To see how an application is processed (with references to average delays), please consult the [IP Roadmap](#) and [How your trademark application is processed](#).

For further information on trademark registration, we suggest you consult [A Guide to Trademarks](#), the [IP Roadmap](#), [How your trademark application is processed](#) and the [Goods and Services Manual](#).

Registering your trademark in Canada protects your rights in Canada only. If you plan to sell your products or services in other countries, you should consider applying for foreign registration in each country where you conduct business. For more information, please refer to the [International Trademarks under the Madrid Protocol](#) or contact a [trademark agent](#). You can also contact the IP office of the country in question to find out about procedures. Links to foreign intellectual property offices can be found on our website at: [http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h\\_wr00027.html#international](http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h_wr00027.html#international).

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Canadian Intellectual Property Office (CIPO)  
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