

Summary of Trade Mark Application 1242325

This is a database extract of the above trade mark application as submitted by the applicant (or their agent) on 18 July 2023. This extract is for reference only and confers no intellectual property rights.

Trade Mark Details:

Number: 1242325 Submission date: 18 July 2023
International Filing date: 18 July 2023
number:

Client reference: WOOLWORTHS FRESH MARKET
UPDATE

Mark nature: Trade Mark
Mark type: Word

Word: WOOLWORTHS FRESH MARKET UPDATE
Images:

Marks in series: N/A

Use statement: The mark is being used or proposed to be used, by the applicant or with his/her consent, in relation to the goods/services

Convention Priority Details (Priority date, country, application number):

Specification of goods and/or services:

16: Printed matter including magazines, bulletins, newsletters and other printed promotional materials and publications.

35: Wholesale and retail services relating to the provision of household consumer goods sold through a supermarket, fresh food, tinned and frozen products, snack food, stationery, bakery products, beverages, liquor, pharmacy, grocery and supermarket products and fuel; sales and promotional incentive schemes including discount services and consumer loyalty schemes in relation to household consumer goods, fresh food, tinned and frozen products, snack food, stationery, bakery products, beverages, grocery and supermarket products and fuel; promotional services; marketing; advertising; business management; business administration; sales promotion services; marketing analysis; marketing consultancy; marketing research; provision of information relating to marketing; search engine optimisation services (marketing services); distribution of advertising material; consumer market information services including on-line information services such as product reviews and product information and bulletins; management, organisation, operation and administration of customer loyalty rewards programmes; distribution of samples; point of purchase promotions; promoting the goods and services of others through discount card programmes; business management

advisory and consultancy services relating to the establishment and operation of franchises; administration of, and business advisory services in relation to, the operation of franchises; provision of advertising space; rental of advertising time on communication media; dissemination of advertising matter; event management services (organisation of exhibitions or trade fairs for commercial or advertising purposes); provision of an online marketplace for buyers and sellers of goods and services; the bringing together, for the benefit of others, of household consumer goods sold through a supermarket, fresh food, tinned and frozen products, snack food, stationery, bakery products, beverages, grocery and supermarket products and fuel, enabling customers to conveniently view and purchase those goods including via mail order, telecommunications, websites or television shopping channels; customer services, namely providing customised pricing; customer services, namely incentive programs and schemes, privileges and loyalty recognition programs and schemes; data processing services in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; database management in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; database marketing in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; input and compilation of information relating to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods into computer databases; interpretation of market study data in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; interpretation of market research data in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; analysis of market research data in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; automated data processing in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; collating of data relating to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods in computer databases; collection, systematization, compilation and analysis of

business data and information relating to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods stored in computer databases; compilation of statistical data in relation to groceries and household consumer goods sold by supermarkets and supermarket franchises, groceries and household consumer goods purchasing trends, trends in purchasing behaviour in consumers of groceries and household consumer goods, trends in behaviour of consumers using supermarkets, and cost versus price analysis in respect of groceries and household consumer goods; organization of events and arranging of prize draws for promotional or advertising purposes; electronic billing services that deliver bills to consumers electronically; information, advisory and consultancy services relating to all of the foregoing; provision of all aforementioned services by electronic means, including via the Internet, or by phone, including via mobile phone, by facsimile, by means of computers, computer networks or via online.

Applicant details:

Applicant: Woolworths Group Limited
Trade Mark Department
1 Woolworths Way
Bella Vista
New South Wales 2153
Australia
Agent: N/A

Application details:

Description:
Transliterations:
Translations:

*** END OF SUMMARY ***