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Applications for Trademark Registration

AADVANTAGE LOYALTY IP LTD c/o MAPLES CORPORATE SERVICES of UGLAND HOUSE, PO BOX 309, GRAND CAYMAN, KY1-1104 CAYMAN ISLANDS has applied through their agent ALICK LAWRENCE, NANCY WHITCIKER HOUSE, 7 OLD STREET, ROSEAU, COMMONWEALTH OF DOMINICA to the Companies and Intellectual Property Office for the registration of one Trade Mark consisting of the following word based on an application received 19th July, 2023.

AADVANTAGE EVENTS

Class 35: Advertising; Administration of loyalty rewards programs; Sales promotion through customer loyalty programs; Loyalty, incentive and bonus program services; Administration of loyalty and incentive schemes; Organization and management of customer loyalty programs; Organization, operation and supervision of loyalty and incentive schemes; Promoting the goods and services of others; Promotion services; Loyalty scheme services; Advertising, marketing and promotional services; advertising, marketing and promotional consultancy, advisory and assistance services; Management, operation, organization and supervision of customer, incentive, loyalty, discount and promotional schemes; incentive, loyalty, discount and promotional card services; club membership subscription services; club membership subscription; Administration of incentive award programs to promote the sale of goods and services of others; Customer club services, for commercial, promotional and/or advertising purposes; loyalty, incentive, discount, promotional and bonus program services; provision of an on-

line marketplace for buyers and sellers of goods and services; Providing loyalty, discount, promotional and incentive award programs for customers through issuance and processing of loyalty points for on-line purchase of a company's goods and services; promoting goods and services by means of loyalty program, discount program, promotional program and an incentive awards program whereby points are earned or awarded for purchases made by members which can then be redeemed for merchandise, services and travel; promoting goods and services by means of a referral link website and incentive awards program, whereby the referral link website features promotional referral link to third party web sites, and whereby loyalty points are awarded for redeeming promotions from the third parties; providing, managing, operating, administering and organizing a loyalty, discount, promotional and incentive awards program, whereby points are earned for purchases made via credit cards which can be redeemed for merchandise, services and travel; managing and tracking the transfer and redemption of points that are earned or awarded for purchases made by members; customer incentive loyalty, discount, and award programs featuring information on and access to special events offered to members; promotion of special events.

Class 39: Transport; Air transport; Passenger transport; Luggage storage; packaging and storage of goods; Freight [shipping of goods]; travel management; travel arrangement; Providing transportation information; vehicle rental; transport reservation; escorting of travelers; booking of seats for travel; travel reservation; transportation logistics; chauffeur services;