

Table of Contents

About the Author	v
Notes to the user	vii
Preface	xix
List of Abbreviations	xxi
Directive (EU) 2015/2436 of the European Parliament and of the Council to approximate the laws of the Member States relating to trade marks (Recast)	1
[A] Principles	8
[B] The guarantee of origin	9
[C] Balance between the interests	10
[D] Paris Convention	11
[E] TRIPs Agreement	11
[F] Relevant classes of persons	13
[1] Examination of the relevant classes of persons	13
[2] Perception	15
[3] National trade usage	17
[G] Community trade mark	19
[1] Material law concerning the Community trade mark	19
[2] Community trade mark system	20
[3] Registration	21
[4] Rules governing the burden of proof in the registration proceeding	22
[5] Common rules for opposition and invalidity proceedings	23
[6] Invalidity proceedings	25
[7] Older rights under Article 8(4) CTMR	26
[8] Older rights under Article 53(2) CTMR	30

Table of Contents

[9]	National law applicable by the reference in a provision of European Union law	31
[10]	Proof of genuine use	33
[11]	Restriction of the list of goods or services	33
[12]	Amendment of an application	34
[13]	Linguistic solution	34
[14]	Right to be heard	35
[15]	Obligation to state reasons	36
[16]	General principle of community law under which the parties delimit the subject matter of a case	37
[17]	Time limits	37
[18]	Force majeure	38
[19]	New facts and evidence given before the board of appeal	39
[20]	Intervention	45
[21]	Notifications	48
[22]	Representatives	48
[23]	Decisions as subject of appeal	49
[24]	Appeal and deadlines	52
[25]	No principle of continuity regarding the General Court	54
[26]	Appeal to the CJEU	55
[H]	Enforcement of the Community trade mark	63
[1]	Jurisdiction to hear an infringement action	63
[2]	Territorial scope of the prohibition	65
[3]	Risk of further infringement	68
[4]	Claims for information	71
[5]	Claims for destruction or compensation	71
[6]	Extinction of rights over time	72
[7]	Coercive measures	72
[I]	Other intellectual property related rights	75
[1]	Trade names	75
[2]	Domains	76
[3]	Community designs	76
[4]	Health claims	76
[J]	Procedural trade mark law	77
[1]	Preliminary ruling	77
[2]	Obligation to take into account decisions already taken	78
[3]	Interim relief	81
[4]	Customs action	83
CHAPTER 1		
General Provisions		85
Article 1	Scope	85
[A]	General principles	85

[B]	Principle of territoriality	86
Article 2	Definitions	87
CHAPTER 2		
Substantive Law	Law on Trade Marks	89
SECTION 1	SIGNS OF WHICH A TRADE MARK MAY CONSIST	89
Article 3	Signs of which a trade mark may consist	89
[A]	Principles	89
[B]	Sign	90
[C]	Capability of being represented on the register	92
	[1] Odours	93
	[2] Sounds	94
	[3] Colours	95
	[4] Designs	96
[D]	Capability of distinguishing	96
SECTION 2	GROUND FOR REFUSAL OR INVALIDITY	99
Article 4	Absolute grounds for refusal or invalidity	99
[A]	Principles	100
	[1] Connection with goods or services	103
	[2] Relevant public	105
	[3] Relevant territory	105
	[4] Overall impression	106
	[5] Visual, aural or conceptual impression	108
	[6] Public interest	108
	[7] Stringent and full examination	109
	[8] Material date	111
[B]	Signs which cannot constitute a trade mark	113
[C]	No distinctive character	113
	[1] Principles	113
	[2] Public interest	115
	[3] Irrelevant criteria	116
	[4] Different categories of trade marks	117
	[5] In particular: word marks	118
	[6] In particular: figurative word marks	119
	[7] In particular: slogans	120
	[8] In particular: letters	122
	[9] In particular: numerals	123
	[10] In particular: trade mark of a colour	123
	[11] In particular: shape of product mark	124
	[12] In particular: designs	128
[D]	Indications designating characteristics	128
	[1] Principles	128
	[2] Public interest	130
	[3] Irrelevant criteria	131

Table of Contents

	[4] In particular: abbreviations	132
	[5] In particular: numerals	134
	[6] In particular: geographical names	134
	[7] In particular: forms of the packaging	136
	[8] Further examples	136
[E]	Customary indications	137
[F]	Shape of goods, or another characteristic	138
	[1] Public interest	141
	[2] Nature of the goods themselves	142
	[3] Technical result	144
	[4] Substantial value	147
[G]	Deceptive trade marks	148
[H]	Trade marks which have not been authorized by the competent authorities	149
[I]	Bad faith	152
	[1] Principles	152
	[2] Overall assessment	154
[J]	Acquisition of distinctive character following the use	157
	[1] Principles	157
	[2] Conditions	158
	[3] Use as a trade mark	161
	[4] Relevant time	163
	[5] Territory	166
	[6] Invalidation	168
[K]	Interference with the protection of geographical indications and designations of origin	169
Article 5	Relative grounds for refusal or invalidity	170
[A]	Principles	172
[B]	Affection of functions in the context of a trade mark application	173
[C]	Non-registered trade marks – especially well known trade marks	176
[D]	Identity of trade marks and goods or services	177
[E]	Likelihood of confusion	179
	[1] Interdependence	183
	[2] Average consumer	187
	[3] Visual, aural or conceptual similarity and distinctive and dominant components	189
	[4] Counteraction of similarities	191
	[5] Trade marks as a whole and independent distinctive role	192
	[6] Mere association	198
	[7] Family or series of marks	199
	[8] Similarity of the goods or services	200
	[9] Distinctive character	201
	[10] Principle of the free movement of goods	203

	[11] Proof	203
	[12] Relevance of a notice excluding a likelihood of confusion	204
[F]	Protection of a trade mark with reputation	204
	[1] Trade mark with reputation	206
	[2] Similarity between the mark and the sign	209
	[3] No requirement of non-similar goods or services	214
	[4] Without due cause	214
	[5] Further conditions of protection	217
	[6] Further conditions in relation to Community trade marks	226
	[7] Relevant public	227
	[8] Proof	228
Article 6	Establishment a posteriori of invalidity or revocation of a trade mark	229
Article 7	Grounds for refusal or invalidity relating to only some of the goods or services	229
	[A] Principles	229
	[B] Requirement to state reasons	230
Article 8	Lack of distinctive character or of reputation of an earlier trade mark precluding a declaration of invalidity of a registered trade mark	231
Article 9	Preclusion of a declaration of invalidity due to acquiescence	231
	[A] Principles	232
	[B] Acquiescence	233
	[C] Period of limitation	235
SECTION 3	RIGHTS CONFERRED AND LIMITATIONS	236
Article 10	Rights conferred by a trade mark	236
	[A] Principles	238
	[B] Use in the course of trade	240
	[C] Use in relation to goods or services	244
	[D] Use liable to have an adverse effect on the functions of the trade mark	249
	[1] Affecting the functions with regards to double identity	249
	[2] Affecting the functions with regards to likelihood of confusion	256
	[3] Affecting the functions with regards to well known marks	260
	[E] Import and transit	262
	[F] Offer for sale	266
	[G] Existing prior rights	267
	[H] Comparative advertising	269
	[I] Design	272
	[J] Revocation	273
	[K] Legal consequences	274

Table of Contents

Article 11	The right to prohibit preparatory acts in relation to the use of packaging or other means	274
Article 12	Reproduction of trade marks in dictionaries	275
Article 13	Prohibition of the use of a trade mark registered in the name of an agent or representative	275
Article 14	Limitation of the effects of a trade mark	275
[A]	Principles	276
[B]	Use of a name	277
[C]	Designating indications	278
[D]	Indications of the intended purpose	279
[E]	Honest practices in industrial or commercial matters	281
Article 15	Exhaustion of the rights conferred by a trade mark	284
[A]	Principles	284
[B]	Consideration of interests	286
[C]	Range of application	287
[D]	Conditions of the exhaustion	288
[1]	Putting on the market	288
[2]	In the EEA	294
[3]	Consent	296
[E]	Exceptions of the exhaustion	301
[1]	Conditions of commercialization	302
[2]	Adverse effects on the original condition of the product	305
[3]	Distribution without packaging	305
[4]	Removal of identification numbers	306
[5]	Repackaging	307
[6]	Pharmaceutical context	308
[7]	No pharmaceutical context	309
[8]	Artificial partitioning of the markets and necessity of the repackaging	310
[9]	Quality of the presentation of the repackaged product	313
[10]	Indication who repackaged the product	317
[11]	Obligation to notify and to supply	319
[12]	Relabelling	321
[13]	Replacing the trade mark	323
[14]	Refilling	324
[F]	Effect of the exhaustion	327
[G]	Burden of proof	328
Article 16	Use of trade marks	330
[A]	Principles	331
[B]	Genuine use	331
[1]	Principles	331
[2]	Non-profit use	334
[3]	Free of charge use	335
[4]	Use for goods that were sold in the past	336

[C]	Genuine use of a Community trade mark	336
[D]	Genuine use of International Registrations	341
[E]	Period of use	342
[F]	Use by a third party	344
[G]	Proper reasons for non-use	344
[H]	Use of the trade mark in a differing form	347
[I]	Burden of proof	349
Article 17	Non-use as defence in infringement proceedings	351
Article 18	Intervening right of the proprietor of a later registered trade mark as defence in infringement proceedings	351
[A]	Principles	352
[B]	No need for a latter mark to have been declared invalid beforehand	352
SECTION 4	REVOCATION OF TRADE MARK RIGHTS	356
Article 19	Absence of genuine use as ground for revocation	356
Article 20	Trade mark having become generic or misleading indication as grounds for revocation	357
[A]	Common names	357
[B]	Liability to mislead the public	360
Article 21	Revocation relating to only some of the goods or services	360
SECTION 5	TRADE MARKS AS OBJECTS OF PROPERTY	360
Article 22	Transfer of registered trade marks	360
Article 23	Rights in rem	361
Article 24	Levy of execution	361
Article 25	Licensing	361
[A]	Territorial rights	362
[B]	Delimitation agreements	362
[C]	Invocation of trade mark rights against a licensee	362
[D]	Registration of licences	364
Article 26	The application for a trade mark as an object of property	366
SECTION 6	GUARANTEE OR CERTIFICATION MARKS AND COLLECTIVE MARKS	366
Article 27	Definitions	366
Article 28	Guarantee or certification marks	366
Article 29	Collective marks	367
Article 30	Regulations governing use of a collective mark	367
Article 31	Refusal of an application	368
Article 32	Use of collective marks	368
Article 33	Amendment to the regulations governing use of a collective mark	368
Article 34	Persons entitled to bring an action for infringement	369
Article 35	Additional grounds for revocation	369
Article 36	Additional grounds for invalidity	369

Table of Contents

CHAPTER 3	
Procedures	371
SECTION 1 APPLICATION AND REGISTRATION	371
Article 37 Application requirements	371
Article 38 Date of filing	371
[A] Principles	371
[B] No taking into account hours or minutes	372
Article 39 Designation and classification of goods and services	376
[A] Principles	376
[B] General indications of the class headings	379
[C] Services	381
[D] Retail services	383
[E] Interpunction	386
Article 40 Observations by third parties	386
Article 41 Division of applications and registrations	387
Article 42 Class fees	387
SECTION 2 PROCEDURES FOR OPPOSITION, REVOCATION AND INVALIDITY	387
Article 43 Opposition procedure	387
Article 44 Non-use as defence in opposition proceedings	387
[A] Principles	388
Article 45 Procedure for revocation or declaration of invalidity	388
Article 46 Non-use as defence in proceedings seeking a declaration of invalidity	389
Article 47 Consequences of revocation and invalidity	390
SECTION 3 DURATION AND RENEWAL OF REGISTRATION	390
Article 48 Duration of registration	390
Article 49 Renewal	390
SECTION 4 COMMUNICATION WITH THE OFFICE	391
Article 50 Communication with the office	391
CHAPTER 4	
Administrative Cooperation	393
Article 51 Cooperation in the area of trade mark registration and administration	393
Article 52 Cooperation in other areas	393
Article 53 Data protection	393
Article 54 Transposition	393
Article 55 Repeal	394
Article 56 Entry into Force	394
Article 57 Addressees	394

APPENDICES	395
APPENDIX 1 Directive 2008/95/EC of the European Parliament and of the Council of 22 October 2008 to approximate the laws of the Member States relating to trade marks	397
APPENDIX 2 Correlation table	409
APPENDIX 3 Register of cases	411
Index	435