

Multimedia marks

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What you see is what you get

Article 3 IR: The representation of the sign

General principles (Article 4 EUTMR): The representation no longer needs to be “graphical” but it must be:

- ✓ Capable of being reproduced on the register in any appropriate form using generally available technology (Recital 10)
- ✓ Able to determine the subject matter of protection: Clear, precise, self-contained, accessible, intelligible, durable and objective (Recital 10)



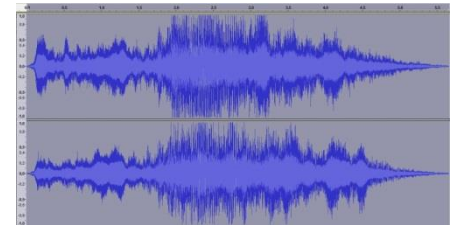
Art. 3 (3) IR: Specific representation requirements

Expansion of the indicative list that was in in Rule 3 EUTMIR to more trade mark types & clarification of the specific representation requirements for:

- *Word marks*
- *Figurative marks*
- *Shape marks*
- *Position marks*
- *Pattern marks*
- *Colour per se*
- *Motion marks*
- *Multimedia marks*
- *Holograms*



STOKKE



Multimedia marks

- ✓ A trade mark consisting of, or extending to, the combination of image and sound.
- ✓ Common Communication on the representation of new types of trade marks.
- ✓ Audiovisual files are currently not considered acceptable mark representations under the Madrid System.
- ✓ It is not possible to file a mark description or indication of colour.
- ✓ The representation of the trade mark alone defines the subject matter of the registration.

Multimedia mark

Multimedia

Audio-visual file
(MP4 format, max 8 000 Kbps,
20 MB)

No description

EXAMPLES



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Thank you