

Practice Paper

Distinctiveness –
Figurative Marks containing descriptive/non-
distinctive words

IP OFFICE OF JORDAN

Note to the IP Office:

This Practice Paper has been prepared in line with the Common Communication resulting of the Common Practice of Designs developed by the European Union Intellectual Property Network (EUIPN) and aimed to give guidance for the examination procedures on how to examining figurative marks containing descriptive/non-distinctive words passing the absolute grounds for refusal because the figurative element renders distinctiveness.

This Practice Paper, once adopted at national level, could be made public with the purpose of further increasing transparency, legal certainty, and predictability for the benefit of examiners and users alike.

1. BACKGROUND

This Practice is in relation to when a figurative mark, containing purely descriptive/non-distinctive words, passes the absolute grounds examination because the figurative element renders sufficient distinctive character.

This Practice is made public through this Practice Paper with the purpose of further increasing transparency, legal certainty, and predictability for the benefit of examiners and users alike.

The following issues are out of the scope of the project:

- Language issues: consider for the sake of the project that the word elements are totally descriptive/non-distinctive in your language.
- Interpretation of disclaimers: the practice does not affect the acceptance or interpretation of disclaimers by the IP offices.
- Use of the trade mark (including acquired distinctiveness and how the mark is actually used in trade).

2. THE PRACTICE

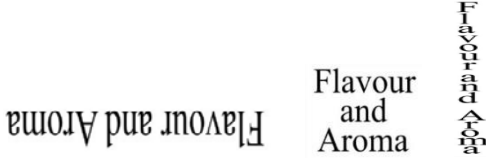
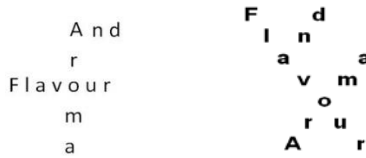
The following text summarizes the key messages and main statements of the principles of the Practice Paper.

In order to determine if the threshold of distinctiveness is met due to the figurative features in the mark the following criteria are considered:

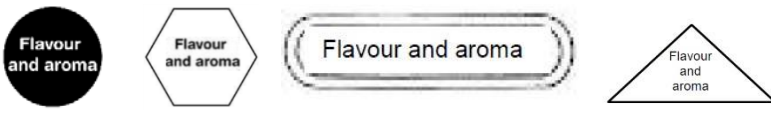

**Note: The signs containing 'Flavour and aroma' seek protection for coffee in Class 30, the signs containing 'Fresh sardine' and 'Sardines' seek protection for sardines in Class 29, the sign containing 'DIY' seeks protection for kits of parts for assembly into furniture in Class 20, the signs containing 'Pest control services' seek protection for pest control services in Class 37, and the sign containing 'Legal advice services' seeks protection for legal services in Class 45.*

WITH RESPECT TO THE WORD ELEMENTS IN THE MARK


Criterion	<i>Typeface and font</i>
Practice	<ul style="list-style-type: none"> In general, descriptive/non-distinctive word elements appearing in basic/standard typeface, lettering or handwritten style typefaces – with or without font effects (bold, italics) – are not registrable. <u>Non-distinctive examples:</u> <p align="center"> Fresh Sardine <i>Fresh Sardine</i> FrEsh SaRdine <i>Flavour and aroma</i> <i>Flavour and aroma</i> <i>Flavour and aroma</i> </p> <ul style="list-style-type: none"> Where standard typefaces incorporate elements of graphic design as part of the lettering, those elements need to have sufficient impact on the mark as a whole to render it distinctive. When these elements are sufficient to distract the attention of the consumer from the descriptive meaning of the word element or likely to create a lasting impression of the mark, the mark is registrable. <u>Distinctive examples:</u> <p align="center"> <i>flavour and aroma</i> DIY </p>
Criterion	<i>Combination with colour</i>
Practice	<ul style="list-style-type: none"> The mere ‘addition’ of a single colour to a descriptive/non-distinctive word element, either to the letters themselves or as a background, will not be sufficient to give the mark distinctive character. Use of colours is common in trade and would not be seen as a badge of origin. However, it cannot be excluded that a particular arrangement of colours, which is unusual and can be easily remembered by the relevant consumer, could render a mark distinctive. <u>Non-distinctive examples:</u> <p align="center"> Flavour and aroma <i>Flavour and aroma</i> <i>Flavour and aroma</i> <i>Flavour and aroma</i> </p>
Criterion	<i>Combination with punctuation marks and other symbols</i>
Practice	<ul style="list-style-type: none"> In general, the addition of punctuation marks or other symbols commonly used in trade does not add distinctive character to a sign consisting of descriptive/non-distinctive word elements. <u>Non-distinctive examples:</u> <p align="center">“Flavour and aroma”</p>

Criterion	<i>Position of the word elements (sideways, upside-down, etc.)</i>
Practice	<ul style="list-style-type: none"> In general, the fact that the word elements are arranged in vertical, upside-down or in one or more lines is not sufficient to endow the sign with the minimum degree of distinctive character that is necessary for registration. <p><u>Non-distinctive examples:</u></p>  <ul style="list-style-type: none"> However the way in which the word elements are positioned can add distinctive character to a sign when the arrangement is of such a nature that the average consumer focuses on it rather than immediately perceiving the descriptive message. <p><u>Distinctive examples:</u></p> 








WITH RESPECT TO THE FIGURATIVE ELEMENTS IN THE MARK

Criterion	<i>Use of simple geometric shapes</i>
Practice	<ul style="list-style-type: none"> Descriptive or non-distinctive verbal elements combined with simple geometric shapes such as points, lines, line segments, circles, triangles, squares, rectangles, parallelograms, pentagons, hexagons, trapezia and ellipses are unlikely to be acceptable, in particular when the above mentioned shapes are used as a frame or border. <p><u>Non-distinctive examples:</u></p>  <ul style="list-style-type: none"> On the other hand, geometric shapes can add distinctiveness to a sign when their presentation, configuration or combination with other elements creates a global impression which is sufficiently distinctive. <p><u>Distinctive examples:</u></p> 

Criterion	<i>The position and proportion (size) of the figurative element in relation to the word element</i>
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Practice	<ul style="list-style-type: none"> In general, when a figurative element that is distinctive on its own is added to a descriptive and/or non-distinctive word element, then the mark is registrable, provided that said figurative element is, due to its size and position, clearly recognizable in the sign. <p><u>Non-distinctive examples:</u></p> <p style="text-align: center;">Flavour and aroma <i>Fresh Sardine</i></p> <p><u>Distinctive example:</u></p> <p style="text-align: center;"> Flavour and aroma</p>
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Criterion	<i>Whether the figurative element is a representation of, or has direct link with, the goods and/or services</i>
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Practice	<p>➤ A figurative element is considered to be descriptive and/or devoid of distinctive character whenever:</p> <ul style="list-style-type: none"> It is a true-to-life portrayal of the goods and services. It consists of a symbolic/stylised portrayal of the goods and services that does not depart significantly from the common representation of said goods and services. <p><u>Non-distinctive examples:</u></p> <p style="text-align: center;"> Fresh Sardine  Sardines  From the sea to your plate</p> <p><u>Distinctive examples:</u></p> <p style="text-align: center;"> resh Sardine  Fresh Sardine</p> <p>➤ A figurative element which does not represent the goods and services but has a direct link with the characteristics of the goods and services will not render the sign distinctive, unless it is sufficiently stylised.</p> <p><u>Non-distinctive example:</u></p> <p style="text-align: center;"> PEST CONTROL SERVICES</p> <p><u>Distinctive example:</u></p> <p style="text-align: center;"> PEST CONTROL SERVICES</p>
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Criterion	<i>Whether the figurative element is commonly used in trade in relation to the goods and/or services applied for</i>
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Practice

- In general, figurative elements that are commonly used or customary in trade in relation to the goods and/or services claimed do not add distinctive character to the mark as a whole.

Non-distinctive examples:



WITH RESPECT TO BOTH THE WORD AND FIGURATIVE ELEMENTS IN THE MARK

How combinations of the criteria affect distinctiveness

Practice

- In general, a combination of figurative elements and word elements, which if considered individually are devoid of distinctive character, does not give rise to a distinctive mark.
- Nevertheless, a combination of such elements when considered as a whole could be perceived as a badge of origin due to the presentation and composition of the sign. This will be the case when the combination results in an overall impression which is sufficiently far removed from the descriptive/non-distinctive message conveyed by the word element.

Examples: In order for a sign to be registrable, it must have a minimum level of distinctiveness. The purpose of the scale is to illustrate where that threshold is. The examples below from left to right contain elements with an increasing impact on the distinctiveness of the marks, resulting in marks which are either non-distinctive in their totality (red column) or distinctive in their totality (green column).

The scope of protection is limited to the overall composition of the mark.

	Non-distinctive	Distinctive
1.		
2.		
3.		



The Practice

**Distinctiveness –
Figurative marks containing
descriptive/non-distinctive words**

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1. INTRODUCTION

This document is the reference for IP offices, user associations, applicants and representatives on the Practice determining when a figurative mark containing purely descriptive/non- distinctive words passes the absolute grounds examination because the figurative element renders the mark as a whole with sufficient distinctive character. It will be made widely available and will be easily accessible, providing a **clear and comprehensive explanation of the principles on which the new Practice is based**. These principles will be generally applied, and aimed at covering the large majority of the cases. Distinctiveness must be assessed on a case-by-case basis, with the common principles serving as guidance in order to ensure that different offices on the same grounds come to a similar, predictable outcome.

2. THE PROJECT SCOPE

Under Article (25) of the Jordanian Trademarks Law, a trade mark confers on its proprietor an exclusive right, in relation to certain goods and services that allows him to monopolise the sign registered as a trade mark for an unlimited period.

Trade marks which are devoid of any distinctive character, and **descriptive trade marks**, that is, those which consist exclusively of signs or indications which may serve, in trade, to designate the kind, quality, quantity, intended purpose, value, geographical origin, or the time of production of the goods or of rendering of the service, or other characteristics of the goods or services, **shall not be registered, or if registered shall be liable to be declared invalid**.

It is in the public interest to prevent the registration of a mark which is incapable of distinguishing the goods and/or services for which registration is sought from those of other undertakings.

The **scope** of the project reads:

*“The objective of this project is to find a practice in relation to when a **figurative mark**, containing **purely descriptive/non-distinctive words**, passes the **absolute grounds examination** because the figurative element renders **sufficient distinctive character**.”*

The following issues are out of the scope of the project:

- *Language issues: consider for the sake of the project that the word elements are fully descriptive/non- distinctive in your language.*
- *Interpretation of disclaimers.*

- *Use of the trade mark (including acquired distinctiveness and how the mark is actually used in trade).*

In order to determine if the threshold of distinctiveness is met due to the figurative features in the mark the following criteria are considered:

- With respect to the **word** elements in the mark:
 - Typeface and font
 - Combination with colour
 - Combination with punctuation marks and other symbols
 - Position of the word elements (sideways, upside-down, etc.)
- With respect to the **figurative** elements in the mark:
 - Use of simple geometric shapes
 - The position and proportion (size) of the figurative element in relation to the word element
 - Whether the figurative element is a representation of, or has a direct link with, the goods and/or services
 - Whether the figurative element is commonly used in trade in relation to the goods and/or services applied for.
- With respect to **both** the word and figurative elements in the mark:
 - How combinations of the criteria affect distinctiveness.

3. THE PRACTICE

3.1 Descriptive/non-distinctive words.

For the purpose of the project the word elements in the mark are deemed to be fully descriptive/non-distinctive, as the main purpose is to converge the approach on when the addition of a figurative element renders the mark as a whole sufficiently distinctive, thus enabling the mark to perform its essential function and pass the absolute grounds examination.

According to the Jordanian Trademarks Law, for a trade mark to possess distinctive character for the purpose of Article 7(2,3) it must be capable of fulfilling its essential function, namely to guarantee the identity of the commercial origin of the marked goods and/or services to the consumer or end-user by enabling him, without any possibility of confusion, to distinguish the goods or services from others which have another origin, thus to repeat the experience, if proved to be positive, or to avoid it, if proved to be negative.

Indissociable from the capability of a trade mark to **perform its essential function**, as held by the Court the general interest underlying Article 8(7) of the Jordanian Trademarks Law is that of ensuring that **descriptive** signs or **indications relating to the characteristics** of goods or services in respect of which registration is sought may be **freely used by all** traders offering such goods and/or services, preventing such signs and indications from being reserved to one undertaking alone because they have been registered as trade marks.

Distinctiveness must be assessed, first, by reference to the goods or services in respect of which registration is sought and, second, by reference to the perception of the relevant public.

Although each of the grounds for refusal listed in Article 7 is independent of the others and calls for separate examination, there is nonetheless a clear overlap between the scope of each of the grounds for refusal set out in Article 7(1)(2) and (3).

It is settled case-law that a sign which is descriptive of the characteristics of the goods or services for the purpose of Article 8(7) of the Jordanian Trademarks Law is, Marks consisting of figures, characters or words which are commonly used in trade to distinguish or describe kinds of goods or their classes or describe the type or class of goods, or words whose ordinary signification is geographical or a surname, unless represented in a special manner, provided that nothing contained in this paragraph shall be deemed to prohibit the registration of marks of the nature described herein which have a distinctive character within the meaning provided for in items 2 and 3 of Article (7).

Thus, a descriptive trade mark is necessarily devoid of any distinctive character, although a trade mark may lack distinctiveness due to reasons other than descriptiveness.

3.2 What are the figurative thresholds for passing the absolute grounds examination?

Despite containing purely descriptive/non-distinctive words, a figurative mark can still pass the absolute grounds examination if there are other elements in the mark which render the mark distinctive as a whole.

However, the distinctiveness of a trade mark which contains descriptive/non-distinctive word elements cannot rely on figurative elements which have no distinctive character in their own right or are minimal in nature, unless the resulting combination is distinctive as a whole.

For the purpose of determining the distinctive character endowed by the figurative elements in the sign, the following criteria were agreed:

A. With respect to the word elements of the mark.

A.1 Typeface and font.


- In general, descriptive/non-distinctive word elements appearing in basic/standard typeface, lettering or handwritten style typefaces– with or without font effects (bold, italics) – are not registrable.


- Where standard typefaces incorporate elements of graphic design as part of the lettering, those elements need to have sufficient impact on the mark as a whole to render it distinctive. When these elements are sufficient to distract the attention of the consumer from the descriptive meaning of the word element or likely to create a lasting impression of the mark, the mark is registrable.

Examples

Non-distinctive		
Reasoning	Sign	Goods/services
Basic typefaces, with or without font effects (bold, Italics)	<p>Flavour and aroma</p> <p>Flavour and aroma</p> <p><i>Flavour and aroma</i></p> <p>Flavour and aroma</p> <p>Flavour and aroma</p> <p>FLAVOUR AND AROMA</p> <p>FLAVOUR AND AROMA</p> <p>Flavour and aroma</p>	Class 30: Coffee.
Slight font variations (i.e. word in bold)	<p>Flavour and aroma</p> <p><i>Flavour and aroma</i></p>	Class 30: Coffee.
Handwritten and handwriting style typefaces	<p><i>Flavour and aroma</i></p> <p><i>Flavour and aroma</i></p> <p><i>Flavour and aroma</i></p> <p><i>Flavour and Aroma</i></p> <p><i>Fresh Sardine</i></p> <p><i>Flavour and Aroma</i></p> <p><i>Fresh Sardine</i></p>	<p>Class 30: Coffee.</p> <p>Class 29: Sardines.</p> <p>Class 30: Coffee.</p> <p>Class 29: Sardines.</p>

<i>Lower case + capital letters</i>	FreshSARDINE	Class 29: Sardines.
<i>Standard typeface + italics</i>	Freshsardine	Class 29: Sardines.
<i>Internal capitalization of letters which does not affect the meaning of the word element</i>	FrEsh SaRdine	Class 29: Sardines.
<i>Typeface with a certain peculiarity, but remaining largely normal</i>	Flavour and Aroma Fresh Sardine	Class 30: Coffee. Class 29: Sardines.

Distinctive		
Reasoning	Sign	Goods/services
<i>Handwritten lettering which is stylized to the extent that it is illegible, i.e., no descriptive meaning can be extracted.</i>		Class 30: Coffee.

<p><i>Typeface with sufficient degree of stylization, with the possibility of interpreting the individual characters in different ways.</i></p> <p><i>* 'DIY' stands for 'do-it-yourself', and is considered a non-distinctive word element in relation to the goods for which protection is sought.</i></p>		<p>Class 20: Kits of parts for assembly into furniture.</p>
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A2. Combination with colour

- According to The Jordanian Trademarks Law Article 7(4) “A trademark may be limited in whole or in part to one or more particular colours In such instance, the fact that the trademark is limited to such colours shall be taken into consideration by the registrar or the court when deciding on the distinctiveness character of such trademark. If and so far as a trademark is registered without limitation to colour, it shall be considered to be registered for all colours.
- Furthermore states that “Save in exceptional cases, colours do not initially have a distinctive character”.
- The mere ‘addition’ of a single colour to a descriptive/non-distinctive word element, either to the letters themselves or as a background, will not be sufficient to give the mark distinctive character.
- Use of colours is common in trade and would not be seen as a badge of origin. However, it cannot be excluded that a particular arrangement of colours, which is unusual and can be easily remembered by the relevant consumer, could render a mark distinctive.

Examples

Non-distinctive		
Reasoning	Sign	Goods/services
<i>Addition of one single colour to a basic/normal typeface (Coloured letters).</i>	Flavour and aroma	Class 30: Coffee.
<i>Addition of one single colour to a basic/normal typeface (Coloured background or frame).</i>	Flavour and aroma	Class 30: Coffee.
	Flavour and aroma	Class 30: Coffee.
<i>Addition of one single colour to a basic/normal typeface (Coloured outline).</i>	Flavour and aroma	Class 30: Coffee.
<i>Addition of one single colour to a basic/normal typeface (Gradient colour).</i>	FLAVOUR AND AROMA	Class 30: Coffee.
<i>In this example, the application of many different colours to the lettering may catch the eye of the consumer, but it will do nothing to help the consumer to distinguish the goods and/or services of one undertaking from those of others, as the particular arrangement of colours will neither be perceived nor remembered by the consumers.</i>	Flavour and aroma	Class 30: Coffee.

A3. Combination with punctuation marks and other symbols

- In general, the addition of punctuation marks or other symbols commonly used in trade does not add distinctive character to a sign consisting of descriptive/non distinctive word elements.

Example

Non-distinctive		
Reasoning	Sign	Goods/services
Addition of quotation marks does not add distinctive character to the sign.	“Flavour and aroma”	Class 30: Coffee.

A4. Position of the word elements (side-ways, upside-down, etc.)

- The way in which the word elements are positioned can add distinctive character to a sign when it is capable of affecting the consumer’s perception of the meaning of said word elements. In other words, the arrangement must be of such a nature that the average consumer focuses on it rather than immediately perceiving the descriptive message. In general, the fact that the word elements are arranged in vertical, upside-down or in one, two or more lines is not sufficient to endow the sign with the minimum degree of distinctive character that is necessary for registration.

Examples

Non-distinctive		
Reasoning	Sign	Goods/services

<i>Text in two or more lines read from left to right.</i>	Flavour and Aroma	Class 30: Coffee.
<i>All the text is upside-down.</i>	Flavour and Aroma	Class 30: Coffee.
<i>All the text is vertical.</i>	Flavour and Aroma	Class 30: Coffee.

Distinctive		
Reasoning	Sign	Goods/services
<i>The text is presented in an original manner The particular configuration is capable of affecting the consumer's perception of the word elements.</i>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>And r Flavour m a</p> </div> <div style="text-align: center;"> <p>F d l n a a v m o r u A r</p> </div> </div>	Class 30: Coffee.

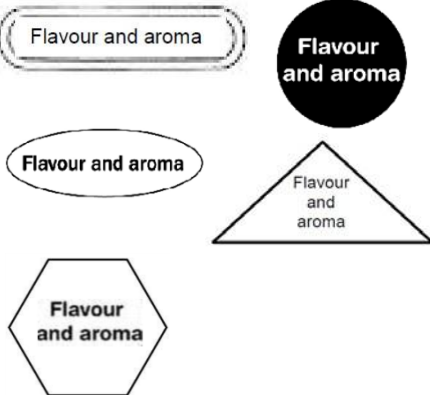
B. With respect to the figurative elements in the mark.

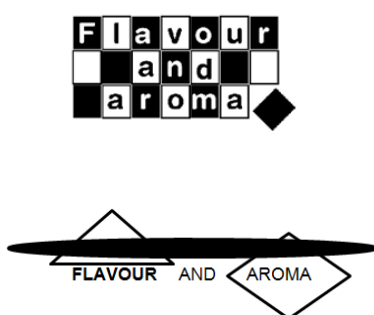
B.1 Use of simple geometric shapes

- Descriptive or non-distinctive verbal elements combined with simple geometric shapes such as points, lines, line segments, circles, triangles, squares, rectangles, parallelograms, pentagons, hexagons, trapezia and ellipses [the list of simple geometric shapes is not exhaustive] are unlikely to be acceptable, in particular when the above mentioned shapes are used as a frame or border.

- This is because a geometric shape which merely serves to underline, highlight or surround the word element will not have sufficient impact on the mark as a whole to render it distinctive.
- On the other hand, geometric shapes can add distinctiveness to a sign when their presentation, configuration or combination with other elements creates a global impression which is sufficiently distinctive.

Examples



Non-distinctive		
Reasoning	Sign	Goods/Services
<p><i>Examples of simple geometric shapes which are used <u>as a frame or border</u>, not considered to be acceptable.</i></p>		<p>Class 30: Coffee.</p>


Distinctive		
Reasoning	Sign	Goods/Services
<p><i>Examples of particular combinations of geometric shapes with descriptive words, which render each of the marks distinctive as a whole.</i></p>		<p>Class 30: Coffee.</p>

B2. The position and proportion (size) of the figurative element in relation to the word element

- In general, when a figurative element that is distinctive on its own is added to a descriptive and/or non-distinctive word element, then the mark is registrable, provided that said figurative element is, due to its size and position, clearly recognizable in the sign.

Examples

Non-distinctive		
Reasoning	Sign	Goods/Services
<i>The red device appearing on the letter “i” is hardly recognizable.</i>		Class 29: Sardines.
<i>Figurative element is so small that is not recognizable.</i>		Class 30: Coffee.

Distinctive		
Reasoning	Sign	Goods/Services
<i>Figurative element is distinctive in itself and large enough to be recognized in the mark as a whole.</i>		Class 30: Coffee.

B3. The figurative element is a representation of, or has a direct link with, the goods and/or services.

As a general rule, the mere combination of elements, each of which is descriptive of

characteristics of the goods and services in respect of which registration is sought, without introducing any unusual variations, itself remains descriptive and cannot result in anything other than a mark consisting exclusively of signs and indications which may serve, in trade, to designate characteristics of the goods and services concerned.

However, such a combination may not be descriptive, provided that it creates an impression which is sufficiently far removed from that produced by the simple combination of those elements with the result that it is more than the sum of its parts.



- In some cases the figurative element consists of a representation of the goods and services claimed. In principle, said representation is considered to be descriptive and/or devoid of distinctive character whenever:
 - It is a true-to-life portrayal of the goods and services
 - It consists of a symbolic/stylised portrayal of the goods and services that does not depart significantly from the common representation of said goods and services;

In other cases the figurative element may not represent the goods and services but may still have a direct link with the characteristics of the goods and/or services. In such cases the sign will be considered non-distinctive, unless it is sufficiently stylised.

Examples

In the following examples, the marks resulting from the combination of a non-distinctive/descriptive figurative element and a non-distinctive/descriptive word element do not create an impression which is more than the sum of its parts.

Whether the figurative and/or the word elements are considered descriptive or non-distinctive the outcome will be the same.

Non-distinctive		
Reasoning	Sign	Goods/Services
<p>Descriptive figurative element + descriptive word element.</p> <p><i>The figurative element shows the picture of a sardine, and therefore a true-to-life portrayal of the goods. Neither the typeface (basic/standard), the position of the word elements, the overall composition of the mark, nor any other elements endow the mark with the required minimum degree of distinctive character.</i></p>	 Fresh Sardine	Class29: Sardines.
<p>Descriptive figurative element + non-distinctive word element.</p> <p><i>The figurative element shows the picture of a sardine, and therefore a true-to-life portrayal of the goods. Neither the typeface (basic/standard), the position of the word elements, the overall composition of the mark, nor any other elements endow the mark with the required minimum degree of distinctive character.</i></p>	 From the sea to your plate	Class 29: Sardines.



Non-distinctive figurative element + non-distinctive word element.

The figurative element shows a typical sardine tin, which is commonly used in trade as a packaging for sardines, and therefore consists of a symbolic/stylised portrayal of the goods that does not depart significantly from a common representation of said goods. Neither the typeface (basic/standard), the position of the word elements, the overall composition of the mark, nor any other elements endow the mark with the required minimum degree of distinctive character.




From the sea to your plate

Class 29: Sardines.

<p>Non-distinctive figurative element + descriptive word element.</p> <p><i>The figurative element shows a typical sardine tin, which is commonly used in trade as a packaging for sardines, and therefore consists of a symbolic/stylised portrayal of the goods that does not depart significantly from a common representation of said goods. Neither the typeface (basic/standard), the position of the word elements, the overall composition of the mark, nor any other elements endow the mark with required minimum degree of distinctive character.</i></p>		<p>Class 29: Sardines.</p>
<p><i>The figurative element does not represent the services but still has a direct link with the characteristics of the services. The sign is not sufficiently stylised.</i></p>		<p>Class 37: Pest control services.</p>


Distinctive		
Reasoning	Sign	Goods/Services
<p><i>Exception: a special combination/com-position (overall distinctiveness of two descriptive/non-distinctive elements together).</i></p> <p><i>By using sardines as the letters 'F' and 'i' this sign creates an impression which is sufficiently far removed from that produced by the mere combination of non-distinctive/descriptive figurative and word elements, being more than the sum of its parts.</i></p>		Class 29: Sardines.
<p><i>Distinctive figurative element + descriptive word element.</i></p> <p><i>The figurative element consists of a walking fishbone, and therefore a symbolic/stylised portrayal of the goods that departs significantly from a common representation of said goods.</i></p>		Class 29: Sardines.




<p>The figurative element has a direct link with the characteristics of the services, but the sign is sufficiently stylised.</p>		<p>Class 37: Pest control services.</p>
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B.4. The figurative element is commonly used in trade in relation to the goods and/or services applied for

- In general, figurative elements that are commonly used or customary in trade in relation to the goods and/or services claimed do not add distinctive character to the mark as a whole.

Examples

Non-distinctive		
Reasoning	Sign	Goods/Services
<p>The claimed mark would be understood by the relevant public as a clear and direct indication of quality and not as an indication of the origin of the goods.</p> <p>The figurative elements are devoid of any striking, unusual or original features and will simply be seen as a common label which will not be retained by the average consumer as distinctive.</p>		<p>Class 30: Coffee.</p>

<p><i>Coloured price tags are commonly used in trade for all kinds of goods, and the combination with the descriptive word elements is not sufficient to render the mark distinctive.</i></p>		<p>Class 29: Sardines.</p>
<p><i>Price tags are commonly used in trade for all kinds of goods.</i></p>		<p>Class 30: Coffee.</p>
<p><i>The 'scales of justice' are commonly used in trade for legal services.</i></p>	<p>LEGAL ADVICE SERVICES</p> 	<p>Class 45: Legal services.</p>

C. How do combinations of the above criteria affect distinctiveness?

- In general, a combination of figurative elements and word elements, which are – considered individually – devoid of distinctive character, does not give rise to a distinctive mark.

- Nevertheless, a combination of such elements when considered as a whole could be perceived as a badge of origin due to the presentation and composition of the sign. This will be the case where the combination results in an overall impression which is sufficiently far removed from the descriptive/non-distinctive message conveyed by the word element.

The following table contains a selection of examples all of which contain combinations of the individual criteria assessed in the previous sections of the Practice document. The combinations presented under the red column are those which, in view of their simplicity and/or common nature, do not lead to a finding of distinctiveness. In contrast, the combinations presented under the green column are considered to be distinctive.

Examples:

In order for a sign to be registrable, it has to have a minimum level of distinctiveness. The purpose of the scale is to illustrate where that threshold is. The examples below from left to right contain elements with an increasing impact on the distinctiveness of the marks, resulting in marks which are either non-distinctive in their totality (red column) or distinctive in their totality (green column) [The signs containing 'Flavour and aroma' seek protection for coffee in Class 30 and the signs containing 'Fresh sardine' seek protection for sardines in Class 29.]

Non-distinctive

Distinctive

1. *Flavour
and
aroma*

*Flavour
and
Aroma*

Flavour and aroma

Flavour and
Aroma

F **A** **R** **A** **O** **A**
Flavour and Aroma

1.

2. **Flavour and aroma**

Flavour and aroma

Flavour and
aroma

Flavour and
Aroma

F **l** **a** **v** **o** **u** **r**
a **n** **d**
a **r** **o** **m** **a**

Flavour
and
Aroma



2.

3.  Fresh sardine

Fresh

sardine


Fresh Sardine

FRESH SARDINE


 resh Sardine

 **Fresh sardine**


FRESH SARDINE

3.

Row 1:

From left to right, the first example combines basic/standard typeface with a word in bold and positioning of the word elements. In the following case adding the colour red might take it a step further, but the combination (i.e. standard typeface, positioning of word elements and one colour) still does not give rise to a distinctive mark. In the third example the addition of a number of colours adds something extra but still its presentation and composition does not create an overall impression which is sufficiently far removed from that produced by the simple combination of those elements, besides consumers are unable to remember too many colours and their sequence. The fourth example combines basic/standard typeface, positioning/size of word elements and two colours, which still remains non-distinctive.

The combination of figurative elements in the two distinctive examples on the right side when considered as a whole can be perceived as a badge of origin due to the presentation and composition of the sign, creating a visual impression that is sufficiently far removed from the descriptive/non-distinctive message conveyed by the word elements.

Row 2:

From left to right, the first two examples in this set combine simple geometric shapes used as frames (rectangular and oval shape respectively) with basic/standard typeface, followed by basic/standard typeface combined with circular shape, colour and positioning of word elements. The following example combines the irregular arrangement of basic/standard typeface word elements with an angled rectangle and colour. None of these three examples create an overall impression which is sufficiently far removed from that produced by the simple combination of those elements.

On the right-side column, non-arbitrary combinations of shapes in combination with colour and position of the word elements create a visual impression which is sufficiently far removed from the descriptive/non-distinctive message conveyed by the word element. This enables the mark in totality to be perceived as a badge of origin due to the presentation and composition of the sign.

Row 3:

From left to right, this set of examples begins with a true to life portrayal of the goods combined with two basic typefaces and font effects, followed by the addition of positioning of the word elements and colour, and subsequent addition of geometrical shape to the combination, and ending with typeface slightly stylized but still remaining largely normal. None of these examples create a visual impression that is sufficiently far removed from the descriptive/non-distinctive message conveyed. As a result, these marks will not be perceived as badges of origin.

On the right side of the line, the presentation and composition of the marks, and on the far right the presence of a recognizable figurative element which is distinctive on its own right, endows the marks with the required minimum degree of distinctive character.

Practice Paper.