

Signs not constituting a trademark.

VA 2008 00325 CorporateSignature <w>, (Refused)

”The phrase or word corporate signature is often used in the same meaning as a ‘trademark’ or logo for a specific company. A corporate signature will therefore naturally be a part of the company’s identity and also work as a part of the visual identity.”



MP844827

(Refused)

”The mark consists of a representation of the goods, namely a waffle covered with chocolate. Waffles for ice cream will typically come in a large variety of sizes and shapes, among these both with and without chocolate covering. Consumers are therefore used to waffles in all sorts of shapes and thus the consumers are not likely to perceive the shape of the waffle as a trademark for the goods. Consequently the shape of the goods will not enable the consumer to differentiate the applicant’s goods from those of other manufactures.

Descriptiveness:

Kind of Goods:

VA 2008 02367 GRIDMANAGER <w>, (Refused)

”The word ‘grid’ can be a network in the meaning linking together computers in a network. A ‘manager’ is a person who controls and/or leads something. The word manager is often used in connection with software as a term for computer programs that control processes, data or the like.

The mark lacks the distinctive character, which is required in order to be granted validity in Denmark. ‘Gridmanager’ may serve to designate the kind of the goods and/or services, namely software that can control a computer network.”

Quality of the goods:

VA 2008 00148 AROMA <w>, (Refused)

“The word aroma can mean a fragrance or scent which can be characteristic of something for example spices or something with a pleasant smell.

The mark lacks the distinctive character, which is required in order to be granted validity in Denmark. Aroma may serve to designate the quality of the goods and/or services, namely that the given products can be pleasant-smelling.”

VA 2004 03379 **PREMIUM**, (Refused)

"The mark lacks the distinctive character, which is required in order to be granted validity in Denmark. Premium may serve to designate the quality of the goods and/or services, namely that the paint is of a certain quality."

MP 949674 **EURODECOR**, (Refused)

"The mark EURODECOR will be considered as a wordmark because of the lack of figurative elements. The mark lacks the distinctive character, which is required in order to be granted validity in Denmark. EURODECOR may serve to designate the characteristic of the goods in class 20, namely that the affected goods are designed in a European style."

VA 2008 01135  (accepted)

"The trademark is accepted only because it consists of a combination of several elements which give the mark the figurative design, for example the apostrophe, the "s" and the different shades of gray."

Deceptivness:

MP 978073 , (Refused)

The trademark is liable to mislead as to the nature of some of the goods. MILKTIME indicates a specific kind of goods, namely those made of milk. Thus the mark is liable to mislead as to the goods "water ices, frozen yogurt products" in class 30.

MP 891637 FERRERO COFFEE MOMENTS <w>, (Refused)

"The mark contains a description of the good COFFEE. Therefore the mark is liable to mislead as the goods tea, cocoa, artificial coffee."