

Israeli Patent Office, Trademarks Department

1 Agudat Sport Hapoel St., Technological Garden, Building No. 5,

Jerusalem, 9695101, Israel

Fax: 972-2-6467026

E-mail: trademarks@justice.gov.il

NOTIFICATION OF PROVISIONAL REFUSAL

According to Madrid protocol, Rule 17(1)

I.	Date of the notification of provisional refusal:	01/12/2016
II.	International Registration Number:	1261461
III.	Name of the holder:	SWATCH AG (SWATCH SA) (SWATCH LTD)
IV.	<input checked="" type="checkbox"/> Provisional refusal based on an <i>ex officio</i> examination <input type="checkbox"/> Provisional refusal based on an opposition <input type="checkbox"/> Provisional refusal based on both an <i>ex officio</i> examination and an opposition	
V.	<input checked="" type="checkbox"/> Provisional refusal for all the classes <input type="checkbox"/> Provisional refusal for some of the classes:	
VI.	The application does not conform to the requirements of the Israeli trademarks law under article/s: 8(a), 11(9) & 29 (see text under XIII).	
VII.	Grounds for refusal: <ol style="list-style-type: none">1. The mark is a phrase that consists of a combination of words that seem to be a "catch phrase used as an advertising slogan", and does not serve as a trademark. In any case, there is nothing about the phrase "one more thing" that is capable of conferring ideas of a commercial origin on the goods and/or services claimed or that might enable the average consumer and the general public to memorize the sign easily as a distinctive trademark that serves as source identifier. According to article 8 (a)2. The mark resembles in a way liable to create confusion with a prior mark no. 245579 for similar or identical goods or services. According to article 11(9)3. The mark resembles in a way liable to create confusion with another mark applied for registration in respect of the same or similar goods/services. A similar notice of refusal has been sent to the owner of the rival mark. According to article 29	

VIII. If the applicant does not respond within the time limit (3 months of the issue date) :

- ☒ the international registration shall be considered abandoned in Israel.
- ☐ the goods/services protected in class/es _____ - won't include the items indicated in this office action.
- ☐ Class/es _____ - will be omitted from the application.
- ☐

IX. Information relating to an earlier registered mark/s :

(i) Filing date and number, and, if any, priority date:
22/03/2012, 245579

(ii) Registration date and number (if available):
02/10/2013

(iii) Name and address of the owner:
More thing Ltd., Sokolov 93, Holon, Israel;

(iv) Reproduction of the mark:



(v) List of all or relevant classes:
9: Covers for mobile phones, PDAs and tablets made of plastic, leather and synthetic materials; accessories and gadgets for mobile phones, PDAs and tablets.

X. Information relating to the identical or similar trade mark application/s :

- (i) Filing date and number, and, if any, priority date:
27/01/2016, 282172; 27/07/2015
- (ii) Registration date and number (if available):
- (iii) Name and address of the owner:
Apple Inc., 1 Infinite Loop, Cupertino, CA 95014, U.S.A.;
- (iv) Reproduction of the mark:

ONE MORE THING,

- (v) List of all or relevant classes:
9: Computers; computer peripherals; computer hardware; hand held computers; tablet computers; laptop computers; handheld digital electronic devices capable of providing access to the Internet and for the sending, receiving, and storing of telephone calls, electronic mail, and other digital data; wearable computer peripherals; wearable computer hardware; peripherals for mobile devices; wearable digital electronic devices capable of providing access to the internet, for sending, receiving and storing of telephone calls, electronic mail, and other digital data; computer cables, monitors and display screens, keyboards, mice and mouse pads, styluses, printers, and disk drives and hard drives; sound recording and reproducing apparatus; digital audio and video players and recorders; motor vehicle audio apparatus; voice recording and voice recognition apparatus; radios, radio transmitters, and receivers; earphones, headphones; audio speakers; microphones; audio components and accessories; network communication apparatus; electronic communication equipment and instruments; telecommunications apparatus and instruments; telephones; mobile phones; wireless communication devices for voice, data or image transmission; cables; apparatus and media for data storage; computer chips; optical apparatus and instruments; cameras; batteries; digital audio and video players and recorders; televisions; television receivers; television monitors; set top boxes; global positioning system (GPS) devices; navigational instruments and devices; computer software; computer software for use in connection with hand held computers and tablet computers; computer software for setting up, configuring, operating and controlling mobile devices, wearable devices, mobile phones, computers, and computer peripherals; computer software for creating, authoring, distributing, downloading, transmitting, receiving, playing, editing, extracting, encoding, decoding, displaying, storing and organizing text, data, graphics, images, audio, video, and multimedia content, electronic publications, and electronic games; computer software for accessing, monitoring, searching, displaying, reading, recommending, sharing, organizing, and annotating news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, data, graphics, images, audio, video, and multimedia content; computer software for use in recording, organizing, transmitting, manipulating, and reviewing text, data, graphics, images, audio, video, and multimedia content; computer software to enable users to program and distribute text, data, graphics, images, audio, video, and multimedia content, via global communication networks and other computer, electronic and communications networks; electronic publication reader software; computer software used in connection with publishing, content

management, news reporting and aggregation, online advertising, advertising campaign management, and market research; computer software used to monitor readership of online content, user engagement, advertising exposure, and consumer response; remote control apparatus; electrical and electronic connectors, couplers, wires, cables, chargers, docks, docking stations, interfaces, and adapters for use with all of the aforesaid goods; covers, bags, cases, and stands adapted or shaped to contain computers, computer peripherals, computer hardware, hand held computers, tablet computers, laptop computers, mobile phones, and wearable computer peripherals; electronic agendas; apparatus to check stamping mail; cash registers; mechanisms for coin-operated apparatus; dictating machines; hemline markers; voting machines; electronic tags for goods; prize selection machines; facsimile machines; weighing apparatus and instruments; measures; electronic notice boards; measuring apparatus; wafers [silicon slices]; integrated circuits; amplifiers; fluorescent screens; lights conducting filaments [optical fibers]; electric installations for the remote control of industrial operations; lightning arresters; electrolyzers; fire extinguishers; radiological apparatus for industrial purposes; life saving apparatus and equipment; whistle alarms; sunglasses; animated cartoons; egg-candlers; dog whistles; decorative magnets; electrified fences; portable remote-controlled car retarders; electrically heated socks; all included in class 9.

14: Horological and chronometric instruments; watches; clocks; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, clocks, and horological and chronometric instruments; parts for watches, clocks, and horological and chronometric instruments; jewelry; all included in class 14.

(i) Filing date and number, and, if any, priority date:
27/01/2016, 282173; 27/07/2015

(ii) Registration date and number (if available):

(iii) Name and address of the owner:
Apple Inc., 1 Infinite Loop, Cupertino, CA 95014, U.S.A.;

(iv) Reproduction of the mark:

ONE MORE THING,

(v) List of all or relevant classes:
35: Business management; business administration; business consulting services; providing office functions; advertising agency services; advertising, marketing, and promotion services; advertising and marketing consultation; sales promotion services; promoting the goods and services of others; conducting market research; analysis of advertising response and market research; design, creation, preparation, production, and dissemination of advertisements and advertising material for others; media planning services; administration of consumer loyalty programs; arranging and conducting incentive rewards programs to promote the sale of goods and services; computerized database and file management; data processing services; creating indexes of information, sites and other resources available on global computer networks and other electronic and communications networks for others; providing,

searching, browsing and retrieving information, sites, and other resources available on global computer networks and other electronic and communications networks for others; organizing content of information provided over a global computer network and other electronic and communications networks according to user preferences; providing business, consumer, and commercial information over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; compilations of directories for publishing on the Internet and other electronic, computer and communications networks; retail store and online retail store services; retail store services provided via the Internet and other computer, electronic and communications networks; retail store services in the field of books, magazines, periodicals, newsletters, journals and other publications on a wide range of topics of general interest, provided via the Internet and other computer, electronic and communications networks; retail store services in the field of entertainment featuring movies, television programs, sporting events, musical works, and audio and audiovisual works, provided via the Internet and other computer, electronic and communications networks; retail store services featuring computer, electronic and entertainment products, telecommunications apparatus, mobile phones, handheld mobile digital electronic devices, and other consumer electronics, computer software, and accessories, peripherals, and carrying cases for such products, provided via the Internet and other computer, electronic and communications networks; product demonstrations provided in-store and via global communications networks and other electronic and communications networks; subscription services, namely, providing subscriptions to text, data, image, audio, video, and multimedia content, provided via the Internet and other electronic and communications networks; providing downloadable pre-recorded text, data, image, audio, video, and multimedia content for a fee or pre-paid subscription, via the Internet and other electronic and communications networks; arranging and conducting of commercial, trade and business conferences, shows, and exhibitions; information, advisory and consultancy services relating to all the aforesaid; all included in class 35.

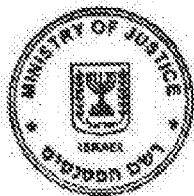
41: Educational services; arranging, organizing, conducting, and presenting seminars, workshops, classes, webinars, conferences, online instruction, and distance learning programs; arranging, organizing, conducting, and presenting concerts, live performances, entertainment special events, arts and cultural events, theatrical entertainment, competitions, contests, fairs, festivals, exhibitions, expositions, and sporting events; production, distribution, and presentation of radio programs, television programs, motion pictures, sound recordings; providing ongoing television, radio, audio, video, podcast, and webcast program; providing entertainment, sports, music, informational, news, and current events programming by means of telecommunications networks, computer networks, the Internet, satellite, radio, wireless communications networks, television, and cable television; providing non-downloadable entertainment, sports, music, informational, news, and current events programming; providing websites and computer applications featuring entertainment, sports, music, informational, news, current events, and arts and culture programming; providing websites and computer applications featuring information in the field of entertainment, music, sports, news, and arts and culture; providing non-downloadable computer games, electronic games, interactive games, and video games; providing information, schedules, reviews and personalized recommendations of educational programs, entertainment, motion pictures, theatre, arts and cultural events, concerts, live performances, competitions, fairs, festivals, exhibitions, expositions, and sporting events; ticket reservation and booking services for educational programs, entertainment, motion pictures, theatre, arts and cultural

events, concerts, live performances, competitions, fairs, festivals, exhibitions, expositions, and sporting events; publication and presentation of reviews, surveys, and ratings, and providing interactive websites and computer applications for the posting and sharing of reviews, survey, and ratings relating to educational programs, entertainment, motion pictures, theatre, arts and cultural events, concerts, live performances, competitions, fairs, festivals, exhibitions, expositions, and sporting events; providing non-downloadable ringtones, pre-recorded music, video, and graphics for use on mobile communications devices; providing a website for the uploading, storing, sharing, viewing and posting of images, audio, videos, online journals, blogs, podcasts, and multimedia content; publication of books, periodicals, newspapers, newsletters, manuals, blogs, journals, and other publications; providing websites and computer applications featuring books, periodicals, newspapers, newsletters, manuals, blogs, journals, and other publications; news reporting; electronic and online library services; providing non-downloadable computer software for use in connection with fitness and exercise; providing websites and computer applications featuring information in the field of fitness and exercise; digital imaging services; creation of visual effects and graphics for others; all included in class 41.

XI. Information relating to subsequent procedure:

- (i) Time limit for requesting review or appeal begins: 01/12/2016.
Time limit for requesting review or appeal end: 01/03/2017.
- (ii) Authority to which such request for review or appeal should be made:
Israeli Patent Office, Trademarks Department
1 Agudat Sport Hapoel St., Technological Garden, Building No. 5,
Jerusalem, 9695101, Israel
Phone: 972-2-5651627, Fax: 972-2-6467026
E-mail: trademarks@justice.gov.il
- (iii) Indications concerning the appointment of a representative:
In order to file a request for review or appeal, you will need to appoint a representative domiciled in Israel.

XII. Signature:



Rula Kardoush

XIII. Corresponding essential provisions of the applicable law:

Definition	1.	In this Ordinance -“Trademark” – means a mark used, or intended to be used, by a person in relation to goods he manufactures or deals in;
Marks eligible for registration	8.	<p>(a) No mark is eligible for registration as a trademark unless it is adapted to distinguish the goods of the proprietor of the mark from those of other persons (a mark so adapted being hereinafter referred to as a “distinctive mark”).</p> <p>(b) In determining whether a trademark is distinctive, the Registrar or the Court may, in the case of a trademark in actual use, take into consideration the extent to which such use has rendered such trademark in fact distinctive for goods in respect of which it is registered or intended to be registered.</p>
Limitation to certain colors	9.	A trademark may be limited in whole or in part to one or more specified colors, and in such a case the fact that it is so limited shall be taken into consideration by the Registrar or Court having to decide as to the distinctive character of such trademark. If and so far as a trademark is registered without limitation of color, it shall be deemed to be registered for all colors.
The scope of registration	10.	<p>(a) A trademark must be registered in respect of particular goods or classes of goods.</p> <p>(b) Any question as to the class within which any goods fall shall be determined by the Registrar, whose decision shall be final.</p>
Marks ineligible for registration	11.	<p>The following marks are not eligible for registration:</p> <p>(1) A mark referring to some connection with the President of the State or his household or to presidential patronage or a mark from which any such connection or patronage might be inferred;</p> <p>(2) Flags and emblems of the State or its institutions, flags and emblems of foreign states or international organizations, and any mark resembling any of these;</p> <p>(3) Public armorial bearings, official signs or seals used by any State to indicate control or warranty, and any sign resembling any of these and any sign from which it might be inferred that its proprietor enjoys the patronage of or supplies goods or renders services to a head of State or a Government, unless it is proved to the Registrar that the proprietor of the mark is entitled to use it;</p> <p>(4) Marks in which the following words appear – “patent”, “patented”, “by royal letters patent”, “registered”, “registered design”, “copyright”, “to counterfeit this is forgery” or words to like effect;</p> <p>(5) Marks which are or may be injurious to public policy or morality;</p> <p>(6) Marks likely to deceive the public, marks which contain false indications of origin and marks which encourage unfair trade competition;</p> <p>(6A) A mark containing a geographical marking in relation to goods that do not originate in the geographical area indicated, or a geographical marking that could be misleading in relation to the genuine geographical area of the origin of the goods;</p> <p>(6B) A mark containing a geographical marking that is verbally correct but contains a false representation to the effect that the goods originate in another geographical area;</p> <p>(7) Marks identical with or similar to emblems of exclusively religious significance;</p>

		(8) A mark on which the representation of a person appears, unless the consent of such person has been obtained; in the case of the representation of a deceased person, the Registrar shall request the consent of his survivors unless, in his opinion, reasonable grounds exist for not doing so;
		(9) A mark identical with one belonging to a different proprietor, which is already on the register in respect of the same goods or description of goods, or so nearly resembling such a mark as to be calculated to deceive;
		(10) A mark consisting of numerals, letters or words which are in common use in trade, to distinguish or describe goods or classes of goods or which bear direct reference to their character and quality, unless the marks have a distinctive character within the meaning of Section 8(b) or 9;
		(11) A mark whose ordinary signification is geographical or a surname, unless represented in a special manner or unless having a distinctive character within the meaning of Section 8(b) or 9;
		(12) A mark that identifies wine or an alcoholic drink containing a geographical signification, if the origin of the wine or alcoholic drink is not in that same geographical area;
		(13) A mark that is identical to or resembles so as to deceive, a well known mark even if it is not a registered trademark, in relation to goods in respect of which the mark is well known or in respect of goods of the same description;
		(14) A mark that is identical to or resembles a well known trademark that is a registered trademark, and this even if it is in respect of goods that are not of the same description, if the mark whose registration is being requested could indicate a connection between the goods in respect of which the mark is required and the proprietor of the registered mark, and the proprietor of the mark is liable to be adversely affected as a result of the use of the requested mark.
Mark identical with name of other person	12.	The Registrar may refuse an application for registration of a trademark identical or resembling the name or business name of another person, or containing a name identical or resembling as aforesaid, if the mark is likely to deceive the public or to cause unfair competition.
Name or description of goods	13.	Where a mark also contains a name or description of any goods, the Registrar may refuse to register it in respect of other goods; but he may so register it if in actual use the mark varies according to the goods for which it is used, and the applicant adds a note to such effect on his application.
Registration of certification mark	14.	(a) The Registrar may register a certification mark if he is satisfied that the proprietor of the mark is competent to certify the characteristics to be designated by the mark. (b) A certification mark is capable of registration even if it lacks distinctiveness as required by Section 8(a). (c) A certification mark may only be transferred with the permission of the Registrar.
Registration of collective mark	15.	(a) The Registrar may register a collective mark if he is satisfied that it is intended for use by the members of the body of persons concerned and that such body has control over the use of the mark by its members. (b) For all purposes of this Ordinance, the use of a collective mark by a member of the body shall be deemed to be the use thereof by such body, whether or not the body itself uses or intends to use it. (c) A collective mark may only be transferred with the permission of the Registrar.
Registration of marks registered	16.	(a) Notwithstanding the provisions of Section 8-11, the Registrar shall not refuse to register a trademark that is registered as a trademark in its country of origin unless any of the following apply —

abroad	<p>Registration of the mark in Israel will infringe rights acquired in Israel by another person;</p> <p>The mark lacks any dimension that gives it a distinctive characteristic; a trade mark will not be disqualified for registration if it is distinct from the trademark registered in its country of origin in respect of details that do not alter its distinctive characteristic and do not adversely affect the identification of the registered mark in its country of origin.</p> <p>The mark consists exclusively of signs or indications which may serve in trade to designate the kind, quality, quantity place of origin, intended purpose, time of production or value of the goods;</p> <p>The mark is customary in current language or bona fide and established trade practices in Israel;</p> <p>The mark is contrary to public policy or to normality;</p> <p>The mark is likely to deceive the public.</p> <p>(b) "Country of origin", in relation to a trademark whose registration is requested under this Section – means a Member State in which the Applicant has an effective or serious industrial or commercial establishment, and if he has no such establishment within the territory of such State – a Member State in which he is domiciled, and if he does not have a domicile within the territory of such State – the Member State of which he is a national.</p> <p>(c) Where the Registrar accepts for registration a mark which would not have been registered but for the provisions of subsection (a), such fact shall be indicated in the publication of the application and in the Register.</p>
Application	<p>17. Any person claiming to be the proprietor of a trademark being used by or intended to be used by him and who wishes to register it, shall submit an application to that effect to the Registrar in the prescribed manner</p>
Division of the application	<p>17A. (a) A person who has submitted an application as stated in Section 17(a) in respect of several classes of goods, may, as long as no trade mark in the subject matter of the application has been registered under Section 26, apply to the Registrar for a division of the</p> <p>application into separate applications, according to classes of the goods, in the prescribed manner (referred to in this section as – an application for division); the Registrar having decided on such a division, that date of each of the applications that have been so separated shall be the date on which the original application was submitted.</p> <p>(b) Where an application for division has been submitted, after publication of receipt of the original application under Section 23, any objection submitted under Section 24 to registration of the trademark that is the subject of the original application shall be deemed to have been submitted in respect of each of the separated applications in so far as the objection relates to it.</p>
Powers of Registrar	<p>18. (a) Subject to the provisions of this ordinance the Registrar may refuse an application or accept it as it is or subject to conditions, amendments or modifications, or subject to such limitations as he deems it proper to impose as to mode or place of use or otherwise.</p> <p>(b) In relation to an application for registration of a trademark in respect of a number of classes of goods, the Registrar may require its division into several applications, and the date of submission of each of the applications so separated shall be the date of submission of the application that was divided.</p>
	<p>19. Where the Registrar has refused an application his decision shall be subject to an appeal to the District Court, and the Registrar shall be the Respondent in such an appeal.</p>
Requirement disclaimer	<p>21. (a) If a trademark contains matter common to the trade or otherwise of a non-distinctive character and it appears to the Registrar that the proprietor of the mark is not entitled to the exclusive use of such matter or part thereof, he may, in deciding whether such trademark shall be entered or shall</p>

		<p>remain on the Register, as a condition there of require that the proprietor disclaim any right to the exclusive use of such matter or make other such disclaimer as he may deem necessary in order to define his rights under the registration.</p> <p>(b) A disclaimer under this Section shall not affect any rights of the proprietor of the trademark except such as arise out of the registration of the mark.</p>
Objection	24.	<p>(a) Any person may within three months, from the date of the advertisement file with the Registrar a notice of objection to registration of the trademark.</p> <p>(a1) The following are the grounds for objection to registration of a trademark:</p> <p>(1) There is due cause and by virtue thereof the Registrar is empowered under the provisions of this ordinance to refuse the application for registration;</p> <p>(2) The objector claims to be the proprietor of the mark.</p> <p>(b) The aforesaid notice shall be given in the prescribed manner and shall set out therein details of the grounds of the objection.</p> <p>(c) The Registrar shall send a copy of the notice to the applicant.</p> <p>(d) The applicant shall send to the Registrar, in the prescribed manner and within the prescribed time, a counterstatement to the objection, setting forth the grounds on which he relies for his application.</p> <p>(e) If the applicant does not send a counterstatement as aforesaid he shall be deemed to have abandoned his application.</p> <p>(f) If the applicant sends a counterstatement, the Registrar shall furnish a copy thereof to the person who has notice of objection and shall, after hearing the parties, if so required, consider the evidence and shall decide whether to allow the registration and if so on what conditions.</p>
Rival claims to identical marks	29.	<p>(a) Where separate applications are made by different persons to be registered as proprietors of identical trademarks or those that are similar so as to deceive, in respect of the same goods or description of goods, and the special application was submitted as the previous application was accepted, the Registrar may refrain from accepting any of the applications until their rights are determined by agreement between them approved by the Registrar, and in the absence of such agreement or approval the Registrar shall decide, for reasons that shall be recorded as to which application shall continue to be processed in accordance with this ordinance.</p> <p>(b) An appeal shall lie against the Registrar's decision under subsection (a), to a District Court within 30 days from the date of the Registrar's decision.</p> <p>(c) The appellant shall deliver to the Registrar notice of filing of an appeal under subsection (b) within 30 days of the date of its filing.</p> <p>(d) In an appeal under subsection (b) the Court shall if so required, hear the Registrar.</p>
Restrictions on the registration of variety denominations	31.(a)	<p>A denomination of a variety shall not be registered in the Register of Rights if - in respect of agricultural crops of the same species - an identical denomination or an identical or similar description under the Trade Marks Ordinance (New Version) 5732-1972 is still registered, and no denomination shall be registered under the said Ordinance in respect of aforesaid crops, if - at any time - an identical or similar denomination of a variety was registered in the Register of Rights.</p>
Un-renewed trademark	34.	<p>Where a trademark has been removed from the register for nonpayment of the fee for renewal, such trademark shall, never the less, for the purpose any application for registration for a period of one year after such removal be deemed to be a registered trademark.</p>

Notice of refusal or of filing of objection	56F	<p>(a) Within 18 months of the date on which an Israel-designated application was sent to the Registrar, he shall send notice of each of the following to the International Bureau, pursuant to the provisions of this chapter:</p> <p>(1) A decision that the trademark is not eligible for registration or 30 that an application can only be accepted on conditions, with amendments , modifications or limitations, under the provisions of Section 18;</p> <p>(2) Filing of objections to registration of the trademark, or the existence of a possibility of submitting objections as aforesaid even after the said period of 18 months.</p>
Circular of the Registrar	m.n. 39	Dealing with the list of goods relating to pharmaceutical and medical preparations in class 5.
Circular of the Registrar	032/2015	Dealing with the eligible for registration as a trade mark of three dimension marks.
Circular of the Registrar	031/2014	Dealing with documents filed by third parties.
Standards law 1953 prohibitions	13. (a)	<p>Persons must not -</p> <p>(1)use the terms Standard, Standard and norm, or words close to them, in any of their declensions (hereafter: protected terms) to describe a specification or technical rules for which no Standard or Official Standard was proclaimed ;</p> <p>(2)use any of the protected terms as a name for their business or for the activities of their business, without a permit from the Minister of Industry and Trade; this provision shall not apply to a person who made aforesaid use before this Law came into effect .</p> <p>(3)describe any commodity - in writing, orally or in any other way whatsoever - in a manner liable to create the impression that a permit to mark it with a Standard mark or with a supervision mark was issued, unless he learned that such a permit actually was issued ;</p> <p>(4)mark a commodity in a manner liable to create the impression that it conforms to a Standard or to an Official Standard, otherwise than by marking it lawfully with a Standard mark ;</p> <p>(5) describe or mark any commodity in a manner liable to create the impression that the Institution supervises its production, if the Institution does not supervise its production</p>
Restriction on the registration of merchandise marks	14	Notwithstanding the provisions of the Merchandise Marks Ordinance 1938, after a Standard mark or a supervision mark has been determined, no merchandise mark shall be registered that is similar to that Standard mark or supervision mark, or is liable to create the impression that its owner was given a permit to use that Standard mark or supervision mark; after this Law comes into effect, a merchandise mark that includes one of the protected terms shall be registered only by permit from the Minister of Industry and Trade.
Appellations of origin and geographical indications (protection) law, 5725-1965		The improper use of a registered appellation of origin is an infringement of the right to an appellation of origin even if the true origin of the goods is indicated beside the appellation of origin and even if the appellation appears in translation or accompanied by expressions such as "kind", "type", "class", "imitation" or the like.