

Israeli Patent Office, Trademarks Department

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NOTIFICATION OF PROVISIONAL REFUSAL

According to Madrid protocol, Rule 17(1)

I.	Date of the notification of provisional refusal: 23/02/2017
II.	International Registration Number: 1274024
III.	Name of the holder: Volvo Trademark Holding Aktiebolag
IV.	<div><input checked="" type="checkbox"/> Provisional refusal based on an <i>ex officio</i> examination</div> <div><input type="checkbox"/> Provisional refusal based on an opposition</div>
V.	<div><input type="checkbox"/> Provisional refusal for all the classes</div> <div><input checked="" type="checkbox"/> Provisional refusal for some of the classes:<div><p>Class 1: Chemicals used in industry, in particular for use in the operation, repair, servicing and maintenance of vehicles, engines/motors and machines (including drive units and construction machines), including brake fluids, fluids for hydraulic systems, antifreeze compositions, defrosting compositions, rubber and plastic cements, plastics, adhesives, compositions for repairing surfaces, sealing compositions, saturants, water-repellent and spot-repellent agents (finishers), impregnation agents; coolants for vehicle engines, coolants (anti-boil preparations for engine); chemicals used in science and photography, agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; fertilizers; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; putties; adhesives used in industry; hydraulic oils.</p><p>Class 3: Bleaching preparations and other substances for laundry use; cleaning, care, preservation, polishing, scouring and abrasive agents, in particular such for vehicles, engines/motors and machines (including drive units and construction machines), including detergents, windscreen/windshield washer fluids, wax compositions, cleaning sprays, auto shampoos, spray preservatives, interior cleaning agents, motor cleaning agents, light metal or metal alloy wheel rim care agents; soaps; perfumery, essential oils, cosmetics, hair lotions, including perfume atomisers, toilet waters, non-medicated toilet preparations, powder boxes, shaving and after-</p></div></div>

shave preparations, oils, creams and lotions for the skin; dentifrices.

Class 4: Industrial oils and greases, including penetrating oils (also being lubricants) and lubricants, including lock lubricants; lubricating oils; dust absorbing, wetting and binding agents; fuels (including motor spirit); solid, liquid and gaseous fuels; illuminants; candles, wicks.

Class 7: Motors and engines (except for land vehicles), including marine engines, aircraft engines, engines for industrial, agricultural and forestry machines, stationary combustion engines, turbines, electric motors; electric generators and alternators; high-frequency generators; air cleaners (air filters) for engines and anti-pollution devices for motors and engines; carburettors, converters for liquid fuels, injectors, injection pumps, fuel pumps, speed governors, injection nozzles and nozzle holders, machine valves, vaporizers, starters, ignition systems, ignition coils, glow plugs, spark plugs, spark plug connectors, lambda probes, magnetos, silencers/mufflers and spark arresters for combustion engines; fuel filters, oil filters, air filters; rolling bearings, plain bearings, shafts, shaft seals, gearwheels, drive wheels, speed change gear, pulleys, drive chains and belts, springs, filters, pumps, regulators, relief valves, controls, fans and fan belts, all for engine cooling radiators; cooling fans, cooling radiators, starters, fuel feed apparatus, oil cooling apparatus, brakes, caps for cooling radiators, accelerators, hydraulic pumps, hydraulic cylinders, hydraulic reservoirs, hydraulic filters, hydraulic motors, hydraulic pipes, hydraulic valves, boost units for hydraulic transmission, all for machines, engines and motors; machine coupling and transmission components (except for land vehicles), including power transmissions, gearboxes/transmissions, reverse gears, reduction gears, gearbox controllers, traction control systems, vehicle dynamics control systems, shaft connections, couplings and clutches, exhausts, couplings and transmission belts; power transmission take-off units for motor vehicle engines, for use as prime movers; inboard/outboard drive units and sailing boat drive units for inboard engines; hydraulic pumps and motors and components thereof, air pumps as vehicle accessories; bushes and bearings (machine parts); power steering systems, control valves (machine parts), braking valves (machine parts); exhaust-gas turbo-chargers; compressors, compressed air brakes, compressed air reservoirs, compressed air cylinders and compressed air motors, bilge pumps; metal and plastics working machines; machines for the chemical industry, for agriculture, mining, textile machines, machines for the beverage industry; incubators for eggs; agricultural implements (not hand operated); construction machines; electronic control devices for production technology and servo drives; machines for the automobile industry; machine tools and tools therefore; electric power tools and their plug-in tools; electric can openers; hydraulic lift jacks, body and frame aligners; packing and labelling machines, conveyors, conveyor belts; loading and handling machines for pressing plants and foundries and machines for the tooling of blanks; loaders, dumper bodies, excavators as well as parts, including components, and accessories to such products; hydraulic lifting apparatus, cranes, winches; bucket, grapple and fork type implements for machines; wood working machines, including delimbing, slashing and debarking equipment; teeth and cutting edges for machines; car vacuum cleaners; car

wash facility; parts, fittings and accessories for the abovementioned goods and for motor land vehicles; bushings; automatic vending machines; cooling radiators, radiators, radiator caps, exhausts, compressed air motors, fans, fan belts, bearings.

Class 9: Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; programmable controllers electric and electronic apparatus and instruments, including electric batteries, charging devices, battery testers, electric mountings, electric blowers; electric accumulators, electric compasses, electric circuit breakers, commutators, electric condensers, electric wiring harnesses, capacitors, relays, electronic time relays, switches, fuses, electrical contacts, electric cables, electric fuses; electric fuse boxes, electrical sensors, electrical sockets, printed electrical circuits, integrated circuits; leads for electric, electronic and optical signals; cable connections, cable drums; transformers; electronic headlamp beam adjustment; sensors, detectors, switching devices/switch boxes, solar cells and solar generators; analysers for motor vehicles, namely for exhaust gas analysis, soot particle analysis, brake function analysis, diagnostic instruments and equipment for simulations, engine testers, workshop test devices; high-frequency generators, power supply devices, electric filters, semiconductor components, optoelectronic components; testing apparatus; apparatus for recording, transmission or reproduction of data, sound or images and data processing equipment and computers, including radio apparatus, video screens, tape players, loudspeakers, amplifiers, telecommunication equipment, car telephone installations, compact disc players, telematic terminals, distress signal terminals, navigation and radar terminals, traffic control systems, transport supervision system, locating devices, toll terminals for electronic toll detection in traffic, black box (accident data monitoring and recording device), auto-computers and on-board computers, calculators and pocket calculators; magnetic data carriers; computer software; computer hardware; video games software; recorded and non-recorded data carriers and recording media of all kinds, including compact discs, tape cassettes; storage boxes for recording media; data processing equipment; highway emergency warning equipment; interference suppressors, aerials/antennas; gauges, measuring instruments and apparatus, including such for fuel, oil pressure, tyre pressure, compressed air, temperatures, amperage, speed and engine revolutions; mileage recorders, odometers, tachometers; voltage regulators, voltmeters; time recorders, rudder indicators, instrument panels and clusters, dipsticks, thermostats, signal lamps; dynamometers, brake testers, electrical and mechanical instruments and apparatus for control and testing for vehicles, engines/motors and machines (including drive units and construction machines); automatic alarm units, anti-theft warning devices, electronic anti-theft devices, including vehicle immobilizing units; electronic parking assistance systems; warning reflectors; fire extinguishing apparatus; electronic monitors and regulators for engines and motors; magnets; tape measures; thermometers; compasses; optical apparatus and instruments, including binoculars, magnifying glasses, spectacles, sun glasses and goggles, lenses for lamps sun-proof optical lenses; sun glasses and goggles,

ophthalmic frames; warning triangles; clothing for protection against accidents, including footwear, special clothing as lifesaving equipment, workmen's protective face-shields, protective eye pieces and masks; registers; level controllers [electrical apparatus], warning triangles, jumper cables, starter cables, safety nets.

Class 11: Lighting apparatus and installations (also for vehicles), including headlights/headlamps, lamp assemblies, lanterns, bulbs, lamp fittings, flashlights, electrical torches, reading lights; anti-dazzle devices for vehicles, motors and machines, reflectors for lightning devices; installations and apparatus for air filtering and air conditioning, ventilation, refrigerating or heating, including electric and non-electric radiators, ventilators, fans, metallic valves for pipes, parts for the aforementioned goods; compressed air ventilators, apparatus for steam generating, cooking, drying, water supply and sanitary purposes; parts and fittings for vehicles, engines/motors and machines (including drive units and construction machines).

Class 12: Vehicles, including cars, vans, sport-utility vehicles (including golf carts), buses, trucks, tractor units/prime movers, on and off road vehicles/dump trucks and parts, including components, and accessories to these items which do not pertain to other classes, including vehicle chassis, vehicle bodies, braking installations, brake calipers, draw bars, bumper bars, clutches, engines, electric engines, motors, electric motors, turbines, combustion engines, starting devices for internal combustion engines, hydraulic cylinders and motors, silencers/mufflers, spark eliminators, power transmissions, gearboxes/transmissions, transmission shafts, differential gears, drive gears, drive shafts, gear change selectors, exhaust cowls, axles, shafts and couplings, machine coupling and transmission components, manual and power steering apparatus, power steering systems, hydraulic steering systems, as well as component parts of these items, compressed air reservoirs, compressed air cylinders and anti-pollution devices, air pumps, anti-dazzle devices, anti-theft devices and alarms, vehicle immobilizing units, trailer hitches, power take-offs, springs, shock absorbers, wheels, wheel bearings, wheel trims, balance weights for wheels, engine mountings, tanks and fuel tanks, engine noise shields, protective covers, radiators grilles, front grills, fluid reservoirs, deflectors, direction indicators, hatches, upholstery, handles for doors, hoods, horns, hubs, hub caps, hydraulic circuits, tyres, non-skid devices for tyres, mud flaps, brakes, servo brakes and compressed-air brakes, antilock brake systems, brake pads and brake linings, bumpers, mudguards/fenders, cabs, cab tilt mechanisms, reversing alarms, mechanical controls, head rests for seats, arm rests, doors, seats, safety-seats, personal safety restraints seats, safety seats for children, tables for seats, seat covers, headrest covers, seat belts, devices for collision protection, parking assistance systems, sliding roofs, sun roofs, vehicle steering columns, steering wheels, steering linkages, stabiliser bars, suspensions, suspension lowering outfits, torsion bars, tow bars, windows, window winding mechanisms, power windows, windscreens/windshields (also of safety glass), windscreen/windshield and headlight wipers, defrosting systems for windscreens, wiper blades, vehicle window blinds, driving mirrors, mirrors (retrovisors), tank caps, cover caps for extra headlights, warning lamps,

luggage restraints for vehicles, luggage nets, luggage carriers, wheel carriers, bicycle carriers, surfboard carriers, boat carriers, mud-guards, snow chains, pet screens, stone screens, storage screens, roof racks and ski racks, stowage boxes, deposit boxes, stowage compartments, trim panels, spoilers, side and rear skirts, safety cushions, air bags, breakdown cases, holders for mirrors, sun shades, mobile telephone mounting equipment; restraining systems for installation in motor vehicles, namely belt tensioners, airbags and sensors; tires, pneumatic tires; adhesive rubber patches for repairing inner tubes; baby carriages, wheeled chairs for invalids; bicycles; rudders, propellers, trimming vanes, steering units, steering wheels and fittings for boats as well as component parts of these items; vehicles for locomotion by land, air or water; electrical lighters for automobiles; starter motors for land vehicles.

Class 16: Paper, cardboard and goods made from these materials, including paper cubes and notes; printed matter, including books, instruction books, (computer/computer software) manuals, periodicals, magazines, newspapers, calendars, posters, stickers, banners and pennants of paper, country and road maps, spare parts lists, maintenance manuals, advertising materials, printed publications relating to automotive subjects; bookbinding material; adhesives for stationery or household purposes; artists' materials, paint brushes; photographs; stationery, including pens and pencils; typewriters and office requisites (except furniture), including pen stands, letter holders, storage boxes for recording media and paper knives; instructional and teaching material (except apparatus); plastic materials for packaging, including plastic carrier bags; printers' type; printing blocks; money clips.

Class 18: Leather and imitations of leather, and goods made of these materials; animal skins, hides; boxes of artificial leather, bags, baggage bags, trunks and travelling bags, handbags, sports bags, conference folders, umbrellas, pocket wallets, purses, back-packs, document cases, briefcases, card cases; vanity cases, not fitted; key cases, walking sticks, parasols, tool bags (empty); whips, harness and saddlery.

Class 28: Games, playthings and toys, including models, scale model vehicles, plush animals, games equipment, balloons, and beach balls; decoration for Christmas trees; gymnastic and sporting articles, including clubs, gloves, bags and balls for golf, sports racquets, and fishing tackle; golf bags.

Class 35: Retail services and wholesale, namely in respect of vehicles, engines/motors and machines (including drive units and construction machines), as well as of parts, fittings and accessories for the aforesaid goods, and of tools and workshop equipment, and of merchandise products; advertising, organisation of promotional programs, office functions, business administration (including bookkeeping), business management and business management advisory services, in particular relating to the design, development, manufacture, sale, distribution, repair or maintenance of vehicles, engines/motors and machines (including drive units and

construction machines), and of parts, fittings and accessories for the aforesaid; consultancy in the field of vehicle fleet management.

Class 36: Real estate affairs; monetary and financial affairs, including credit card services; insurance, warranty, financing (including hire purchase and lease purchase financing services and leasing), in particular relating to vehicles, engines/motors and machines (including drive units and construction, transport, agricultural and forestry machines), to parts, fittings and accessories for the aforesaid, and to tools and workshop equipment.

Class 39: Transport, also of persons; salvaging, transportation, warehousing and other rescue services and operations in an emergency and provision of this; packaging, warehousing and distribution of goods; rental of vehicles, engines/motors and machines (including drive units and construction and transport machines); consultation in the field of traffic and transport, including mobile telematics applications; logistic services; traffic information and control services; route guidance services; travel arrangement and tourist information services.

VI. The application does not conform to the requirements of the Israeli trademarks law under article/s: 1 10(a) (see text under XV).

VII. Grounds for refusal:

The proposed list of goods/services in class 1, 3, 4, 7, 9, 11, 12, 18, 28, 35, 36, 39 contains the class heading . This phrasing is too broad and should be rephrased so that it will consist of items which are within the scope of the applicant's actual use or intention to use.

The term "starter motors for land vehicles", in class 12, is unclear and could be included in other classes; the examiner can't suggest any alternate term which can be classified in class 12 there for we suggest it be omitted from the list of goods/services.

If you wish to keep the term as part of the list of goods/services, we suggest that the applicant file a correction request to Wipo regarding the misclassification of the item above.

The identification of the services "route guidance services, logistic services " in class 39 is vague and indefinite and must be defined with greater clarity with in the limits of the requested class.

Please note: An applicant may not change the classification of goods/services from that assigned by the international Bureau in the corresponding international registration.

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 :

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

XI. Time limit for requesting review or appeal begins: 23/02/2017.
Time limit for requesting review or appeal end: 23/05/2017.

XII. 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

XIII. 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.

XIV. Signature:



Matan Hacoheh, Trademarks examiner

XV. 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>

		(7) Marks identical with or similar to emblems of exclusively religious significance;
		(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.	<p>(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.</p> <p>(b) A certification mark is capable of registration even if it lacks distinctiveness as required by Section 8(a).</p> <p>(c) A certification mark may only be transferred with the permission of the Registrar.</p>
Registration of collective mark	15.	<p>(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.</p> <p>(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.</p> <p>(c) A collective mark may only be transferred with the permission of the Registrar.</p>
Registration of marks	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

registered 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	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
Division of the application	17A.	<p>(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	18.	<p>(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>
	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.
Requirement disclaimer	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

		<p>such matter or part thereof, he may, in deciding whether such trademark shall be entered or shall remain on the Register, as a condition thereof 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</p>

Notice of refusal or of filing of objection	56F	<p>year after such removal be deemed to be a registered trademark.</p> <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>
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 declarations (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	<p>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.</p>
Appellations of origin and geographical indications (protection) law, 5725-1965		<p>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.</p>