



World Intellectual Property
Organisation (WIPO)
International Bureau
34, Chemin des Colombettes
1211 Geneva 20
Switzerland

Your Reference:
International Registration No:
WO0000001293468
Examiner: Alun Lewis
Direct Telephone: +44(0)1633811144
Date: 25 October 2017

Please reply by **25 December 2017** quoting the International Registration number

Dear Sir/Madam,

Intl Reg No: WO0000001293468
Mark: 120 % cashmere (Figurative)
Holder: Centoventipercento S.r.l.
Classes: 24, 25

Notification of a Provisional Total Refusal of Protection (not based on an opposition) by the Intellectual Property Office

I have examined your designation under the Trade Marks Act 1994 and carried out a search of the relevant trade mark registers. Your designation does not appear to meet the requirements for Protection for the following reason.

Absolute grounds for refusal

Section 3(3)(b)

The designation is not acceptable in Classes 24 and 25 as there is an objection under Section 3(3)(b) of the Act. This is because of the presence in the mark of the word Cashmere. Cashmere wool, usually simply known as **cashmere**, is a fibre obtained from cashmere goats and other types of goat. Common usage defines the fibre as wool but it is finer and softer than sheep's wool. This is a desirable fibre that people would pay more for and therefore they would be deceived if the goods were not made of cashmere.

Overcome Objection

The objection relating to Section 3(3)(b) can be overcome by limiting the goods to those made of cashmere and then qualifying the specifications by adding "all made of cashmere wool."

Next steps

If you disagree with my assessment of your designation, you can write or telephone me. My contact details are shown at the top of this letter.

If following this discussion, you still disagree with my findings you have the right to request a hearing with a senior officer to discuss the matter further.

If your address is outside of the European Community, the Isle of Man or the European Economic Area you must provide us with a contact address in one of the above areas. This can be done by filling in and returning a form TM33 "Appointment of change of Representative (for trade mark owners or holders)". This form is available at:

ipo.gov.uk/tmforms

If the issue raised in the examination report is not resolved by the date shown above, the designation will be refused under the provisions of Section 37(4) of the Trade marks Act 1994.

Yours faithfully

Alun Lewis

Trade Marks Registry