

### NOTIFICATION OF EX OFFICIO REFUSAL

Notified to the International Bureau of the World Intellectual Property Organization (WIPO) under Rule 17 (2) and 17 (5)(e) of the Common Regulations

NOTE: This notification of ex officio refusal shall be deemed to include a statement in accordance with Rule 18ter (2) (ii) or (3) of the Common Regulations. Any request for review shall be filed to the Trademark Review and Adjudication Board, through a qualified Chinese agency or attorney, within 15 days from receipt of this notification.

I. Office which pronounces the refusal:

Trademark Office

State Administration for Industry and Commerce

1, Chama Nanjie, Xichengqu,

Tel: 8610-63219000

Beijing, 100055

People's Republic of China

II. Date of the refusal pronounced: 2018/03/01

III. Our reference number: GJZCG1313041BHYW01

IV. International registration number: 1313041

V. Date of notification to China: 2016/10/06

VI. Basic national registration number:

Basic national application number: 40201602853W

VII. The mark is refused for all the goods and/or services.

VIII. Reason(s) of refusal:

Prior national and/or international mark(s). (See Item X)

This mark is similar to the earlier mark(s).

The goods and/or services listed in Column VII are similar to those of the earlier application and/or earlier registration.

IX. Applicable legal provisions of the refusal:

Article(s): (See the excerpts of the laws and regulations)

Trademark Law Article 30

X. Informations concerning the earlier mark(s):



XIAOMI

Date of application:

2012/03/26

Number of application:

10674962

Date of priority:

Date of registration:

2016/05/21

Number of registration:

Non–Madrid 10674962

Name of the holder:

XIAO MI KE JI YOU XIAN ZE REN GONG SI

Address of the holder:

BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services: class 7

农业机械;挤奶机;动物剪毛机;起盐机;木材加工机;造纸机;纸尿裤生产设备;印刷机;编织机;染色机;制茶机械;搅拌机;汽水饮料制造机;工业用卷烟机;制革机;自行车组装机械;陶匠用旋轮;雕刻机;电池机械;制绳机;制搪瓷机械;制灯泡机械;包装机;煤球机;食品加工机(电动);洗衣机;压片机;模压加工机器;玻璃加工机;化肥设备;化学工业用电动机械;冲洗机;轧钢机;钻探装置(浮动或非浮动);压路机;起重机;整修机(机械加工装置);铸造机械;蒸汽机;内燃机点火装置;水轮机;回形针机;拉链机;机械台架;拉线机;电动剪刀;电子工业设备;光学冷加工设备;气体分离设备;涂漆机;发电机;净化冷却空气用过滤器(引擎用);离心机;阀(机器零件);空气冷凝器;液压耦合器;机器轴;轴承(机器零件);滑轮胶带;电焊机;废物处理机;筛选机;电控拉窗帘装置;自动售货机;电镀机;

▲已删商品▲

收网机(捕鱼具);粉碎机;手提旋转式纺织品蒸汽压熨机;



Mark:		
XIAOMI		

Date of application: 2015/10/27

Number of application:

18169584

Date of priority:

Date of registration:

Number of registration:

Non–Madrid 18169584

Name of the holder:

XIAO MI KE JI YOU XIAN ZE REN GONG SI

Address of the holder:

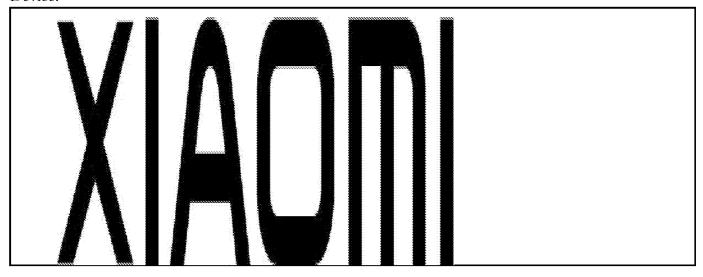
BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services: class 7

工业用切碎机(机器);粉碎机;磨粉机(机器);压路机;粉刷机;

▲待删商品▲

收网机(捕鱼具);纺织品用便携式旋转蒸汽熨压机;缝纫机;清洁用吸尘装置;真空吸尘器;



XIAOMI

Date of application:

2012/05/28

Number of application:

10979499

Date of priority:

Date of registration:

2014/06/07

Number of registration:

Non–Madrid 10979499

Name of the holder:

xiao mi ke ji you xian ze ren gong si

Address of the holder:

BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services: class 11

打火机;

▲已删商品▲

灯笼; 高压锅(电加压炊具); 电热壶; 电动制酸奶器; 壁炉; 电热地毯; 冰箱; 饮用水过滤器; 电暖气;



XIAO MI

Date of application:

2007/10/09

Number of application:

6313658

Date of priority:

Date of registration:

2010/03/28

Number of registration:

Non–Madrid 6313658

Name of the holder:

KOITO MANUFACTURING CO.,LTD.

Address of the holder:

4–8–3,TAKANAWA,MINATO–KU,TOKYO,108–8711 JAPAN

Goods/services: class 11

车辆用前照灯;车辆用室内灯;车辆用显示灯(用来显示车辆内部设备的运行状态);车辆转向指示灯;车辆用刹车灯;车辆用灯;放电灯泡;卤素灯泡;白炽灯泡;发光二极管灯;

Device:

Xiao Mi

XIAOMI

Date of application:

2012/03/26

Number of application:

10674039

Date of priority:

Date of registration:

2017/05/28

Number of registration:

Non–Madrid 10674039

Name of the holder:

xiao mi ke ji you xian ze ren gong si

Address of the holder:

BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services: class 11

乙炔灯;照明用提灯;舞台烟雾机;自动浇水装置;气体引燃器;聚合反应设备;原子堆;

|▲已删商品▲

饮料冷却装置; 蓄热器; 供暖装置;



XIAO MI

Date of application:

2012/03/05

Number of application:

10566082

Date of priority:

Date of registration:

2014/04/21

Number of registration:

Non–Madrid 10566082

Name of the holder:

WANG KAI SI 3 5 0 5 8 3 1 9 7 1 0 3 0 7 0 7 5 8

Address of the holder:

FU JIAN SHENG NAN AN SHI LUN CANG ZHEN HUANG JIA HUA YUAN XIAO QU 3 3 HAO CHINA

Goods/services: class 11

装饰喷泉;

▲已删商品▲

龙头;地漏;浴室装置;盥洗盆(卫生设备部件);抽水马桶;冲水槽;淋浴器;浴室隔板;压力水箱;



小米

Date of application:

2011/11/14

Number of application:

10184911

Date of priority:

Date of registration:

2013/05/14

Number of registration:

Non–Madrid 10184911

Name of the holder:

zhong shan shi xi mu dian qi you xian gong si

Address of the holder:

GUANG DONG SHENG ZHONG SHAN SHI NAN TOU ZHEN GUANG MING BEI LU FU CHENG BEI JIE 1 1 HAO YOU CE SHOU CENG CHINA

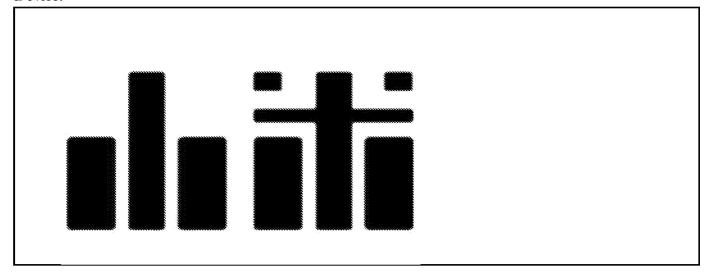
Goods/services:

class 11

壁炉(家用);

▲已删商品▲

照明器械及装置;热水器;电热壶;厨房用抽油烟机;水龙头;淋浴器;水净化设备和机器;电 暖器;冰箱;



Mark:
小米生活
Date of application:
2011/11/23
Number of application:
10224020
Date of priority:
Date of registration:
2013/01/28
Number of registration:
Non-Madrid 10224020
Name of the holder:
zhong shan ben teng dian qi you xian gong si
Address of the holder:
GUANG DONG SHENG ZHONG SHAN SHI NAN TOU ZHEN TONG FU XI LU( NAN TOU XIAO FANG DA DUI XIE DUI MIAN )CHINA
Goods/services: class 11
电炊具;燃气炉;热水器;厨房用抽油烟机;饮水机;电暖器;电压力锅(高压锅);消毒碗柜;冰箱;风扇(空气调节);
Device:
小米生活

小米

Date of application:

2012/03/05

Number of application:

10566084

Date of priority:

Date of registration:

2015/04/07

Number of registration:

Non–Madrid 10566084

Name of the holder:

WANG KAI SI 3 5 0 5 8 3 1 9 7 1 0 3 0 7 0 7 5 8

Address of the holder:

FU JIAN SHENG NAN AN SHI LUN CANG ZHEN HUANG JIA HUA YUAN XIAO QU 3 3 HAO CHINA

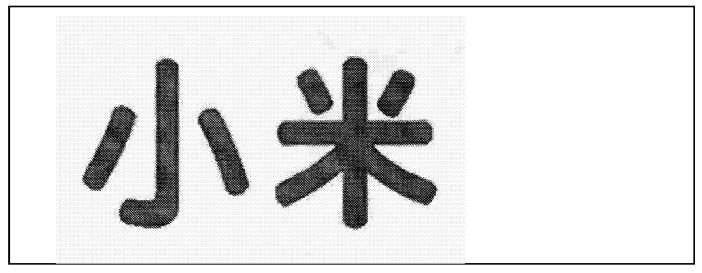
Goods/services:

class 11

装饰喷泉;

▲已删商品▲

龙头;地漏;浴室装置;盥洗盆(卫生设备部件);抽水马桶;冲水槽;淋浴器;浴室隔板;压力水箱;



小米

Date of application:

2012/03/26

Number of application:

10674581

Date of priority:

Date of registration:

2016/05/21

Number of registration:

Non–Madrid 10674581

Name of the holder:

xiao mi ke ji you xian ze ren gong si

class 11

Address of the holder:

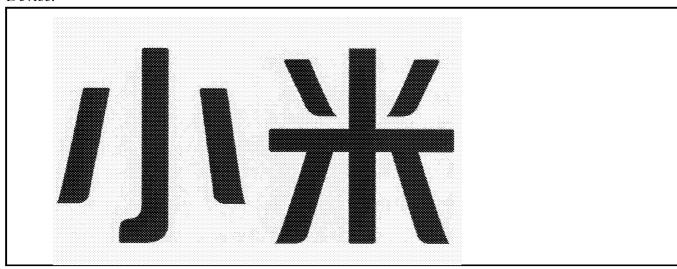
BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services:

舞台烟雾机;聚合反应设备;原子堆;

▲已删商品▲

乙炔灯; 照明用提灯; 饮料冷却装置; 蓄热器; 供暖装置; 自动浇水装置; 气体引燃器;



小米

Date of application:

2012/12/18

Number of application:

11909272

Date of priority:

Date of registration:

Number of registration:

Non–Madrid 11909272

Name of the holder:

TAN QING LAN 452523197301076260

Address of the holder:

GUANG DONG SHENG FO SHAN SHI SHUN DE QU RONG GUI JIE DAO XIN DI TANG LU MING SHI GE 2 ZUO 6 0 5 HAO CHINA

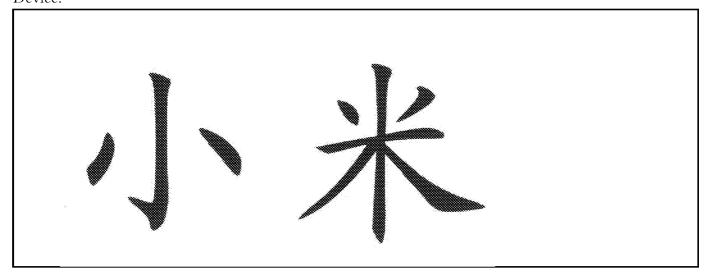
Goods/services:

class 11

冷冻设备和机器; 水分配设备;

▲待删商品▲

煤气热水器;燃气炉;电热水器;电炊具;厨房用抽油烟机;卫生器械和设备;消毒碗柜;电暖器;



小米

Date of application:

2013/12/12

Number of application:

13704529

Date of priority:

Date of registration:

2015/02/07

Number of registration:

Non–Madrid 13704529

Name of the holder:

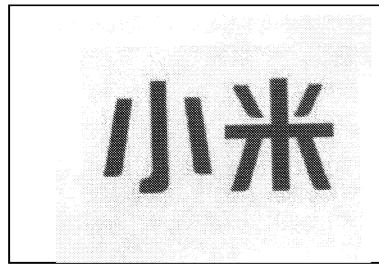
TAN QING LAN 452523197301076260

Address of the holder:

GUANG DONG SHENG FO SHAN SHI SHUN DE QU RONG GUI JIE DAO XIN DI TANG LU MING SHI GE 2 ZUO 6 0 5 HAO CHINA

Goods/services: class 11

电暖器; 电炊具; 燃气炉; 消毒碗柜; 煤气热水器; 冷冻设备和机器; 水分配设备; 厨房用抽油烟机; 电热水器; 卫生器械和设备;



XIAOMI

Date of application:

2012/03/26

Number of application:

10674032

Date of priority:

Date of registration:

2013/06/28

Number of registration:

Non–Madrid 10674032

Name of the holder:

xiao mi ke ji you xian ze ren gong si

Address of the holder:

BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services: class 18

登山杖;牵引动物用皮索;马具用带;皮带(鞍具);宠物服装;制香肠用肠衣;

▲已删商品▲

动物皮; 半加工或未加工皮革; 裘皮; 毛皮;



XIAOMI

Date of application:

2012/05/28

Number of application:

10979507

Date of priority:

Date of registration:

2013/10/07

Number of registration:

Non–Madrid 10979507

Name of the holder:

xiao mi ke ji you xian ze ren gong si

Address of the holder:

BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services: class 18

家具用皮装饰;马毯;

▲已删商品▲

仿皮革; 软毛皮(仿皮制品); 包装用皮革封套; 皮革或皮革板制盒; 钥匙包; 伞套; 卡片盒(皮夹子); 钱包(钱夹);



小米布包;XIAO MI

Date of application:

2005/06/29

Number of application:

4748992

Date of priority:

Date of registration:

2009/04/14

Number of registration:

Non–Madrid 4748992

Name of the holder:

CHEN JIAN SEN 350521197306233511

Address of the holder:

fu jian sheng sha men shi wan shou lu 1 4 1 hao 5 0 2 shi china

Goods/services:

class 18

半加工或未加工皮革;背包;手提包;旅行包;帆布背包;伞;皮制带子;皮肩带;钱包(小钱袋);书包;



小米

Date of application:

2012/03/26

Number of application:

10674574

Date of priority:

Date of registration:

2013/10/14

Number of registration:

Non–Madrid 10674574

Name of the holder:

XIAO MI KE JI YOU XIAN ZE REN GONG SI

class 18

Address of the holder:

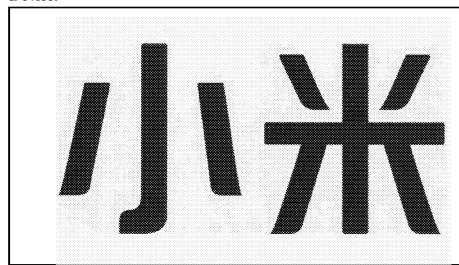
BEI JING SHI HAI DIAN QU QING HE ZHONG JIE 6 8 HAO HUA RUN WU CAI CHENG GOU WU ZHONG XIN ER QI 1 3 CENG CHINA

Goods/services:

登山杖;制香肠用肠衣;

▲已删商品▲

动物皮;半加工或未加工皮革;裘皮;毛皮;牵引动物用皮索;马具用带;皮带(鞍具);宠物服装;



# Relevant Provisions of the Law and the Regulations

(Excerpts)

### Trademark Law of China

**Article 10** The following signs shall not be used as trademarks:

- (1) those identical with or similar to the State name, national flag, national emblem, national anthem, military flag, military emblem, military anthem, or decorations etc, of the People's Republic of China, and those identical with the names or symbols of the Central State government organizations, or with the names of the particular venues, where the Central State government organizations are located, or with the names or graphs of the symbolic buildings of the Central State government organizations;
- (2) those identical with or similar to the State names, national flags, national emblems or military flags etc, of foreign countries, unless consent has been given by the government of the relevant country;
- (3) those identical with or similar to the names, flags or emblems etc, of international intergovernmental organizations, unless consent has been given by the relevant organization or the public is not likely to be misled by such use;
- (4) those identical with or similar to official signs or hallmarks indicating control and warranty, unless authorization has been given;
- (5) those identical with or similar to names or symbols of the Red Cross or the Red Crescent;
- (6) those having the nature of discrimination against any nationality;
- (7) those having the fraudulence, which will easily mislead the public as to the features such as qualities of the goods, or the places of the origins;
- (8) those detrimental to socialist morality or customs, or having other unhealthy influences.

The geographical names of the administrative divisions at or above the county level or the foreign geographical names well-known to the public shall not be used as trademarks, but such geographical names as have otherwise meanings or as an element of a collective mark or a certification mark shall be

exclusive. Where a trademark using any of the above-mentioned geographical name has been approved and registered, it shall continue to be valid.

**Article 11** The following signs shall not be registered as trademarks:

- (1) those which consist exclusively of the generic names, designs, or models of the goods in respects of which the trademark is used;
- (2) those which consist exclusively of direct indications of the quality, primary raw material, functions, intended purpose, weight, quantity or other characteristics of goods;
- (3) other signs which are devoid of any distinctive character.

Where trademarks under the preceding paragraph have acquired distinctiveness through use and become easily distinguishable, they may be registered as trademarks.

Article 12 Where a three-dimensional sign is applied for registration of a trademark, it shall not be registered if it consists exclusively of the shape which results from the nature of the goods themselves, the shape of goods which is necessary to obtain a technical result, or the shape which gives substantial value to the goods.

Article 16 Where a trademark contains or consists of a geographical indication with respect to goods not originating in the place indicated, misleading the public as to the true place of origin, the application for registration shall be refused and the use of the mark shall be prohibited. But for those marks that have obtained registration in good faith shall continue to be valid.

Geographical indications mentioned in the preceding paragraph are indications that identify a particular good as originating in a region, where a given quality, reputation or other characteristics of the goods is essentially attributable to its natural or human factors.

Article 22 An applicant for the registration of a trademark shall, in accordance with the prescribed classification of goods, in the application, indicate the class(es) and the indications of goods in respect of which the trademark is to be used.

An applicant can apply for the registration

of the same trademark on the different classes of goods through one application.

Applications for trademark registration and other related documents shall be submitted in writing or electronic format.

Article 23 Where a registered trademark needs to acquire the exclusive right to be used in respect of goods beyond the approved range of use, a new application for registration shall be filed.

Article 30 Where a trademark the registration of which has been applied for is not in conformity with the relevant provisions of this Law, or it is identical with or similar to the trademark of another party that has, in respect of the same or similar goods, been registered or, after examination, preliminarily approved, the Trademark Office shall refuse the application and shall not publish the said trademark.

Article 31 Where two or more applicants apply for the registration of identical or similar trademarks for the same or similar goods, the preliminarily approval, after examination, and the publication shall be made for the trademark that was first filed. Where applications are filed on the same day, the preliminarily approval, after examination, and the publication shall be made for the trademark that was used earliest, and the applications of the others shall be refused and their trademarks shall not be published.

Article 33 The prior right owner or any interested party who believes that the trademark stands in violation of the provisions of second and third paragraphs of Article 13, Article 15, first paragraph of Article 16, Article 30, 31 and 32 of this law, or any party who believes that the trademark stands in violation of the provisions of Article 10, 11 and 12 of this law may, within three months from the date of the publication, file an opposition against the trademark that has, after examination, been preliminarily approved. If no opposition has been filed at the expiration of the specified period, the registration shall be approved, a certificate of trademark registration shall be issued and the trademark shall be published.

**Article 35** Where it is decided that the registration shall be approved by the Trademark

Office, a certificate of trademark registration shall be issued and the trademark shall be published. Where the Opponent is dissatisfied with the decision, he or it may, pursuant to Article 44and45 of this law, apply for a declaration that the trademark is invalid to the Trademark Review and Adjudication Board.

Where it is decided that the registration shall not be approved by the Trademark Office and the Opposed party is dissatisfied with the decision, he or it may, within fifteen days from receipt of the notification, apply for a review to the Trademark Review and Adjudication Board. The Trademark Review and Adjudication Board shall make a decision within twelve months from receipt of the application and notify both the Opponent and the Opposed party in writing. The administrative authority for industry and commerce under the State Council may grant a six-month extension under certain circumstances. . Where the Opposed party is dissatisfied with the decision of the Trademark Review and Adjudication Board, he or it may, within thirty days from receipt of the notification, institute legal proceedings with the people's court. The people's court shall notify the Opponent as a third party to the litigation.

Article 42 Where a registered trademark is assigned, the assignor and assignee shall sign an agreement for the assignment and jointly file an application with the Trademark Office. The assignee shall guarantee the quality of the goods in respect of which the registered trademark is used.

When a registered trademark is to be assigned, the trademark registrant shall assign in a lump all of its similar trademarks in respect of the identical goods, or, identical or similar trademarks in respect of the similar goods.

With respect to applications for the assignment of registered trademarks, which may produce confusion or other adverse effects, the Trademark Office shall refuse them, and shall notify the applicants in writing and give the reasons therefor.

The assignment of a registered trademark shall be published after it has been approved. The assignee shall enjoy the exclusive right to use the trademark from the date of publication.

Article 50 Where a registered trademark has been cancelled, invalidated or has not been renewed at the expiration, the Trademark Office shall, during one year from the date of the cancellation, invalidation or expiration, approve no application for the registration of a trademark that is identical with or similar to the said trademark.

## Regulations for the Implementation of Trademark Law

Rule 13 Anyone who applies for registration of a trademark shall file an application based on the published Classification of Goods and Services. For each application for registration of a trademark, the applicant shall submit to the Trademark Office one copy of the Application for Trademark Registration and one copy of reproduction of the trademark; if applying for the registration of the combination of colors or a sign with the designated color or colors as a trademark, one copy of colored reproduction of the trademark and one copy of the black and white design shall be submitted; if applying for the registration of trademark without designated color or colors, the black and white design shall be submitted.

The reproductions of a trademark must be clear, easy to be pasted up, printed on smooth and clear durable paper or use photographs as a substitute, and the length and breadth of which shall be not more than ten centimeters and not less than five centimeters each.

If applying for the registration of a three-dimensional sign as a trademark, the applicant shall make a statement in the application, explain how to use the trademark, and submit a reproduction including perspectives of at least three different sides of the mark thereof by which the three-dimensional shape can be determined.

If applying for the registration of the combination of colors as a trademark, the applicant shall make a statement in the application, and explain how to use the trademark.

If applying for the registration of a sound as a trademark, the applicant shall make a

statement in the application, submit the audio reproduction as requested, describe the sound and explain how to use the trademark. The description shall describe the said sound by musical notation or numbered musical notation with explanatory words; if the said sound could not be described by musical notation or numbered musical notation, it shall be describe in words. The trademark description shall be in conformity with the sound sample.

If applying for the registration of a collective mark or a certification mark, the applicant shall make a statement in the application, and submit the documents certifying the qualifications of the subjects and the rules on the administration of the use of the mark.

Where a trademark is, or consists of, foreign words, their Chinese meanings shall be indicated.

Rule 15 The class(es) and indications of goods or services shall be listed in the application as specified in the Classification of Goods and Services; where any goods or services are not included in the Classification of Goods and Services, a description of the goods or services in question shall be attached to the application.

Applications for trademark registration and other related documents submitted in writing shall be typewritten or printed.

The preceding paragraph applies to other trademark affairs.

Rule 19 Where two or more applicants apply respectively on the same day for the registration of identical or similar trademarks in respect of the same or similar goods, both or all of the applicants shall, within 30 days from the date of receipt of the notification of the Trademark Office, submit the evidence of prior use of such trademarks before applying for registration. Where the use started on the same day or none is yet in use, both or all of the applicants may, within 30 days from the date of receipt of the notification of the Trademark Office, conduct consultations on their own and submit a written agreement to the Trademark Office; if they are not willing to conduct consultations or they fail to reach an agreement through consultations, the Trademark Office shall notify both or all of the applicants to determine one of them by drawing

lots and refuse the applications for registration filed by others. Where an applicant has been notified by the Trademark Office but fails to participate in the drawing of lots, the application filed by such an applicant shall be considered abandoned, and the Trademark Office shall notify the applicant in writing who does not participate in the drawing of lots.

Rule 43 Anyone who applies for the territorial extension to China, and requests for the protection of a three-dimensional sign, combination of colors or sound as a trademark, or the protection of collective trademark or certification trademark, within three months from the date of recording the trademark in the International Register, shall submit the materials required by Rule 13 through the trademark agency established in accordance with laws in China If the applicant fails to submit the relevant materials within the time limit, such application shall be refused.

Rule 45 The opponent who is in conformity with Article 33 of The Trademark Law may file an opposition to the Trademark Office against a request for territorial extension to China within 3 months from the first day of the next month following the publication of the International Registration Gazette by the World Intellectual Property Organization.

The Trademark Office shall notify the International Bureau the opposition in the form of provisional refusal before the expiry of the applicable refusal period.

The Opposed party may make a response within 30 days from receipt of the provisional refusal transmitted by the International Bureau. The response and other related evidence shall be submitted through the trademark agency established in accordance with laws in China.

Rule 47 For the assignment of territorial extensions designating China, the assignee shall have a real and effective industrial or commercial establishment in, or be domiciled in a contracting party, or be a national of a contracting state or a state member of a contracting organization.

Where an assignor fails to assign in a lump all his or its identical or similar marks in respects of the same or similar goods or services, the Trademark Office shall notify the holder of international registration to rectify the situation within 3 months from the date of the notification; if the situation is not rectified at the expiration of the time limit, or if the assignment of a trademark is likely to produce confusion or bears other adverse effects, the Trademark Office shall decide that the said assignment has no effect in China, and declare it to the International Bureau. Rule 48 For the limitation of list of goods and services of territorial extensions designating China, if the limitation does not comply with the requirements on the classification of goods or services enforced in China, or enlarges the original list of goods and services, Trademark Office shall decide that the limitation has no effect in China, and declare it to the International Bureau.

### Administrative Reconsideration Law

Article 9 Any citizen, legal person or any other organization, who considers that a specific administrative act has infringed upon his or its lawful rights and interests, may file an application for administrative reconsideration within 60 days from the day when he or it knows the specific administrative act, except that the time limit prescribed in laws exceeds 60 days.

If the time limit prescribed by law is delayed due to force majeure or other special reasons, the time limit shall be accounted continuously from the day when the obstacle is removed.

#### Administrative Procedure Law

Article 46 If a citizen, a legal person or any other organization brings a suit directly before a people's court, he or it shall do so within six months from the day when he or it knows that a specific administrative act has been undertaken, except as otherwise provided for by law.