

MADRID AGREEMENT AND PROTOCOL
PROVISIONAL REFUSAL OF PROTECTION

Rule 17(1)

I.	Office sending the statement:	Hungarian Intellectual Property Office 1438 Budapest, Pf.415 Fax. : (361) 474 - 5534
II.	Number of the international registration: 142 8399 Date of extension of the mark to Hungary: 2018.04.16	
III.	Name of the holder (or other information enabling the identity of the international registration to be confirmed): COASTROCK HOLDINGS LIMITED	
IV.	☒ Provisional refusal based on an ex officio examination Provisional refusal based on an opposition Provisional refusal based on an observation	
V.	Provisional refusal for all the goods and/or services ☒ Provisional refusal for some of the goods and/or services: (followed by an indication of the goods and/or services which are affected or are not affected) Class(es) which are not affected: 6 Class(es) which are affected: 11,7	
VI.	Grounds for refusal (where applicable, see item VIII): 2/2/a	
	Information relating to an earlier mark : (i) Filing date and number, and, if any, priority date:	



- VII. (ii) Registration date and number (if available):
(iii) Name and address of the owner:
(iv) List of all or relevant goods and/or services:

Corresponding essential provisions of the applicable law

A sign shall be excluded from trademark protection if it is devoid of any distinctive character, in particular if it consists exclusively of signs or indications which may serve, in trade, to designate the kind, quality, quantity, intended purpose, value, geographical origin, or the time of production of the goods or of rendering of the service, or other characteristics of the goods or services, or which have become customary in the current language or in the practices of trade.

- VIII. The sign “FreshBox” is descriptive. The words “FRESH” and “BOX” are indications which designate the intended purpose of the goods claimed in class 7 and 11. The term “FRESH” is an English adjective, and it indicates that something is not stale or deteriorated, newly made or harvested. The English word “BOX” means a kind of container, case, usually rectangular, generally used for packaging goods. Both words are general English terms, which Hungarian meaning is widely known by Hungarian costumers, and both word elements devoid of any distinctive character for the goods claimed by the applicant in class 7 and 11, therefore they must remain freely available to competitors.

The combination of the words provides no unusual impression or meaning for the products claimed in class 7 and 11, on the contrary, it increases the descriptive character of the sign. A “FreshBox” is a box keeping food fresh, protecting it from getting stale or old, which is the intended purpose of the goods claimed by the applicant in class 7 and 11.

Information relating to subsequent procedure:

- (i) Time limit for replying the present provisional refusal: 2019.05.15
(ii) Authority to which such reply shall be made:
Hungarian Intellectual Property Office
(iii) Indications concerning the appointment of a representative:
If the applicant is foreign person whose domicile or residence is outside the European Economic Area, he is obliged to appoint an agent entitled to act before the Hungarian Intellectual Property Office
Note: the official language of trademark procedures before the HIPO is Hungarian.
(iv) Procedure in the absence of a reply:
- IX. If the applicant fails to reply to a provisional refusal relating to absolute grounds of refusal, the
Office deems the application to be withdrawn in respect of the goods or services affected by the
refusal.
WARNING: In case of an opposition, the expenses arisen in connection with the opposition can be
imposed on the losing party by the Hungarian Intellectual Property Office. The amount



shall be found
in the HIPO's decision.

X. Examiner: dr. Ladányi Katalin
Number of decision: A1428399/4
Date: 2019.02.08

Signature or official seal of the Office sending the statement:

XI.


dr. Gabriella Kiss



Deputy Head of Trade Mark, Model and Design Department



-Act XI of 1997 on the Protection of Trademarks and Geographical Indications (extract)

Article 1(1) Trademark protection shall be granted for any signs capable of being represented graphically provided that these are capable of distinguishing goods or services from those of other undertakings.

(2) Signs which may be granted trademark protection are in particular:

- (a) words, combination of words, including personal names and slogans,
- (b) letters, numerals,
- (c) figures, pictures,
- (d) two- or three-dimensional forms, including the shape of goods or of their packaging,
- (e) colors, combination of colors, light signals, holograms,
- (f) sound signals, and
- (g) combination of signs under (a) to (f).

Article 2 (1) A sign may not be granted trademark protection if it does not meet the requirements of Article 1.

(2) A sign shall be excluded from trademark protection if:

(a) it is devoid of any distinctive character, in particular if it consists exclusively of signs or indications which may serve, in trade, to designate the kind, quality, quantity, intended purpose, value, geographical origin or the time of production of the goods or of rendering of the service, or other characteristics of the goods or services, or which have become customary in the current language or in the practices of trade;

(b) it consists exclusively of a shape which results from the nature of the goods themselves or which is necessary to obtain a technical result or which gives substantial value to the goods.

(3) A sign shall not be excluded from trademark protection in accordance with paragraph (2)(a) if, either before or after the date of priority, it has acquired a distinctive character.

Article 3 (1) A sign may not be granted trademark protection if:

- (a) it is contrary to public policy or to accepted principles of morality;
- (b) it is liable to deceive consumers as to the nature, quality, geographical origin or other characteristics of the goods or services;
- (c) its registration was applied for in bad faith.

(2) A sign shall be excluded from trademark protection if:

(a) it consists exclusively of State emblems or other emblems of an authority or international organization as defined in the Paris Convention for the Protection of Industrial Property;

(b) it relates to medals, badges, armorial bearings, not covered by subparagraph (a) above, or to official signs and hallmarks indicating control and warranty which are of public interest;

(c) it consists of symbols having a close relation to religious or other beliefs.

(3) Trademark protection shall be granted with the consent of the competent authority to signs of which the emblems defined under paragraph 2 (a) and (b) form only an element.

(4) A sign may not be granted trademark protection if it consists of or contains a geographical indication registered pursuant to this Act or to European Community law. This provision shall apply to goods which do not originate in a geographical area corresponding to the geographical indication or in connection with which the geographical indication cannot be used for any other reason on the basis of the provisions of this Act or of European Community law.

Article 4 (1) A sign may not be granted trademark protection:

(a) with respect to identical goods or services, if the sign with the later date of priority is identical with an earlier trademark;

(b) if because of its identity with or similarity to the earlier trademark and the identity or similarity of the goods or services there exists a likelihood of confusion on the part of the consumers;

(c) with respect to dissimilar goods or services if the sign with the later date of priority is identical with or similar to an earlier trademark having a reputation in the country where the use without due cause of the later sign would take unfair advantage of or be detrimental to the distinctive character or the repute of the earlier trademark.

(2) "Earlier trademark" means a trademark whose registration was applied for with an earlier date of priority or – for the purposes of paragraph (1)(a) and (b) – a sign which has become well-known at an earlier date in the country under the Paris Convention for the Protection of Industrial Property even if that sign is not registered. "Earlier trademark" shall also mean – depending on the registration of the sign – an earlier trademark application.

(3) A sign may not be refused trademark protection if it conflicts with an earlier trademark, which has not been used by the holder in accordance with the provisions of Article 18.

(4) For the purposes of this Act, the likelihood of confusion includes the likelihood of association with the earlier trademark.

Article (5) A sign may not be granted trademark protection:

(a) if it would infringe earlier personal rights of others, in particular a right in a name or of personal portrayal;

(b) if it would conflict with an earlier copyright or industrial property right of others, including conflict with the name of a protected plant variety.

(2) A sign shall not be granted trademark protection

(a) if it has been used effectively in the country without registration where the use of the sign without the consent of the prior user would be contrary to law; and

(b) if, with respect to identical or similar goods or services, it is identical with or similar to a trademark whose protection has lapsed by reason of expiration and less than two years have elapsed since the lapse, unless the earlier trademark had not been used in conformity with the provisions of Article 18.

(3) In determining whether a right, use or expiration is deemed as earlier within the meaning of paragraphs (1) and (2), the priority of the application for registration shall be taken into account.

Article (6) A sign shall be excluded from trademark protection if the representative or agent applies for registration in his own name without the holder's authorization, unless the representative or agent justifies his action.

Article 7(1) A sign may not be refused trademark protection in accordance with Articles 4 and 5 if the holder of the earlier right consents to the registration of the later sign.

(2) A declaration of consent shall be valid if drawn up as a public instrument or a private document providing sufficient evidence.

(3) A declaration of consent may be contested under those provisions of the Civil Code that concern actions for avoidance of a contract by reason of mistake, deception or threat; the declaration may not be withdrawn and may not be replaced by the decision of a Court.

Article 8(1) Trademark protection shall be granted for a sign if

(a) it satisfies the requirements of Article 1 and is not excluded from trademark protection under the terms of Articles 2 to 7 and

(b) the relevant application complies with the requirements laid down by this Act.