ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE
INDUSTRIELLE ET COMMERCIALE

المملكة المغربية

المكتب المغربي
للملكية الصناعية و التجارية

A

MONSIEUR LE DIRECTEUR GENERAL DE
L'ORGANISATION MONDIALE
DE LA PROPRIETE INTELLECTUELLE

Objet : Notification de refus provisoire de protection relative à l'enregistrement international N° 1453355.

Monsieur le Directeur Général,

J'ai l'honneur de vous transmettre ci-joint, en application de la règle 17.1) du règlement d'exécution commun à l'Arrangement de Madrid et au Protocole relatif à cet Arrangement, la notification du refus provisoire de protection relative à l'enregistrement international susmentionné.

Aussi, vous trouverez, en annexe, les dispositions réglementaires concernant la procédure d'opposition.

Veuillez agréer, Monsieur le Directeur Général, l'expression de mes salutations distinguées.

Office Marocain de la Propriété
Industrielle et Commerciale
Le Chef de Département
Opérations sur les Signes Distinctifs

Signé : Abderrahmane BAKHOUYA

ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE
INDUSTRIELLE ET COMMERCIALE

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PROTOCOLE DE MADRID

Refus provisoire total de protection

Notifié au Bureau international de l'Organisation Mondiale de la Propriété Intellectuelle (OMPI) conformément à la règle 17.1) du règlement d'exécution commun à l'Arrangement et au Protocole de Madrid

I. Office qui fait la notification :

Office Marocain de la Propriété Industrielle et Commerciale (OMPIC)
Route de Nouasser, R.S. 114 Km 9.500
Sidi Maârouf BP 8072 Casa Oasis
Maroc

Téléphone : (212) 0522 58 64 08
(212) 0522 58 64 09
Fax : (212) 0522 33 54 80
E-mail : opposition@ompic.ma
Site web : www.ompic.ma

II. Numéro de l'enregistrement international : **1453355**

Date de l'enregistrement : 23.11.2018

Dénomination de la marque : LEPIN

III. Nom du titulaire : Shantou Chenghai Longjun Toy Factory
Adresse du titulaire : No. 4, East National Road,
Zhulin Village, Lianshang Town,
Chenghai District, Shantou City
Guangdong (CN)

IV. Informations concernant le type de refus provisoire :

☐ Refus provisoire total fondé sur un examen d'office
☒ Refus provisoire total fondé sur une opposition
☐ Refus provisoire total fondé à la fois sur un examen d'office et sur une opposition

i) Nom de l'opposant : LEGO Juris A/S

ii) Adresse de l'opposant Koldingvej 2
DK-7190 Billund (DK)

V. Informations concernant la portée du refus provisoire :

☒ Le refus provisoire total concerne les produits et services ci-après :

☐ Le refus provisoire total ne concerne PAS les produits et services ci-après :

Liste des produits et services :

Classe 28: Jouets intelligents; jouets actionnés par laser; modèles réduits [jouets]; véhicules [jouets]; modules de commande pour jouets; modèles réduits prêts-à-monter [jouets]; jouets; blocs pour jeux de construction; modèles réduits de véhicules; véhicules radiocommandés [jouets

VI. Motifs de refus Opposition - marque antérieure (voir annexe)

VII. Informations relatives à une marque antérieure :

i) Date et numéro de dépôt et, le cas échéant, date de priorité : 11.11.2005/ 869258

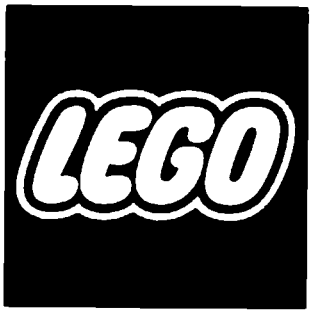
ii) Date et numéro d'enregistrement (s'ils sont disponibles): 11.11.2005/ 869258

iii)

i) Nom et adresse du titulaire : LEGO Juris A/S

ii) Koldingvej 2 DK-7190 Billund (DK)

vi) Reproduction de la marque :



iii) **Liste des produits et services pertinents (cette liste peut être rédigée dans la langue de la demande antérieure ou de l'enregistrement antérieur) :**

Classe 28 : Jeux et jouets; articles de gymnastique et de sport (compris dans cette classe); décorations pour arbres de Noël.

VIII. Dispositions essentielles correspondantes de la législation applicable :

1) Loi 17/97 relative à la protection de la propriété industrielle telle que modifiée et complétée par la loi 23.13

Article 148.1: La demande d'enregistrement d'une marque, régulièrement déposée, fait l'objet d'une publication selon les modalités fixées par voie réglementaire.

Article 148.2: Article 148.2 Durant un délai de deux mois courant à compter de la publication de la demande d'enregistrement d'une marque, opposition à cette demande peut être faite auprès de l'organisme chargé de la propriété industrielle, par le

propriétaire d'une marque protégée ou déposée antérieurement à ladite demande ou bénéficiant d'une date de priorité antérieure, ou par le propriétaire d'une marque antérieure notoirement connue au sens de l'article 6bis de la convention de Paris pour la protection de la propriété industrielle, ou par le titulaire d'une indication géographique ou d'une appellation d'origine protégées ou déposées antérieurement, sous réserve du paiement par l'opposant des droits exigibles.
Le bénéficiaire d'une licence d'exploitation dispose également du même droit, sauf stipulations contractuelles contraires.
En sus des professions réglementées, dont la loi autorise, l'assistance et la représentation des tiers, aux fins de former une opposition, les conseillers en propriété industrielle visés à l'article 4.1 ci-dessus sont habilités à former opposition pour le compte de tiers auprès de l'organisme chargé de la propriété industrielle.
Mention de l'opposition est inscrite au registre national des marques.
Le contenu de l'opposition et les modalités de sa publication sont fixés par voie réglementaire.

Article 148.3: L'opposition est instruite selon la procédure suivante :

1. l'opposition est notifiée sans délai au titulaire de la demande d'enregistrement ou son mandataire le cas échéant.
2. Dans le cas où le déposant n'a pas présenté de réponses dans un délai de deux mois après l'expiration du délai prévu à l'article 148.2 ci-dessus, l'organisme chargé de la propriété industrielle statue sur l'opposition.
3. Dans le cas où le déposant a présenté des réponses dans le délai susmentionné, l'opposant dispose d'un délai d'un mois à partir de la date de notification de la réponse de l'autre partie pour présenter ses observations, et le déposant dispose d'un délai d'un mois à partir de la date de notification desdites observations pour un complément de réponse.
4. L'organisme chargé de la propriété industrielle notifie, sans délai, à l'autre partie toute réponse ou observation présentée par l'une des parties.
5. l'organisme chargé de la propriété industrielle statue sur l'opposition par décision motivée dans un délai n'excédant pas six mois suivant l'expiration du délai de 2 mois prévu à l'article 148.2 ci-dessus.
   Toutefois, une extension de ce délai peut être envisagée pour une période additionnelle de trois mois, sur requête motivée de l'une des parties, acceptée par ledit organisme.
   Chacune des parties dispose d'un délai d'un mois à partir de la date de notification de la décision d'extension pour présenter des observations.
   Dans le cas où l'une des parties a présenté des observations, l'autre partie dispose d'un délai d'un mois à partir de la date de notification des observations pour répondre;
6. ledit organisme établit une décision au vu de l'opposition et des observations en réponse. Cette décision est notifiée par ledit organisme, aux parties pour en contester éventuellement le bien-fondé dans un délai de 15 jours à compter de la notification;
7. La procédure d'opposition est clôturée par décision de l'organisme chargé de la propriété industrielle:
   a) Lorsque l'opposant a retiré son opposition, ou a perdu sa qualité pour agir ;
   b) Lorsque l'opposition est devenue sans objet par suite d'un commun accord des parties;
   c) Lorsque la demande d'enregistrement contre laquelle l'opposition a été formée est retirée ou rejetée ;
   d) Lorsque les effets des droits antérieurs ont cessé.
8. Le délai initial de six mois visé à l'alinéa 5 ci-dessus est suspendu :
   a) lorsque l'opposition est fondée sur une demande d'enregistrement de marque;
   b) en cas d'engagement d'une action en nullité, en déchéance ou en revendication de propriété;
   c) sur demande conjointe présentée en une seule fois par les parties à l'organisme chargé de la propriété industrielle sans que la durée de la suspension puisse excéder six mois courant à compter de la date de dépôt de ladite demande.
   Les modalités de dépôt de la demande d'extension ou de suspension prévues ci-dessus sont fixées par voie réglementaire.

Article 148.4: Mention des décisions de l'organisme chargé de la propriété industrielle visées aux articles 148 et 148.3 ci-dessus, est inscrite au registre national des marques et fait l'objet d'une publication selon les modalités fixées par voie réglementaire.

Article 148.5: Les recours formés contre la décision de l'organisme chargé de la propriété industrielle, visée au 5ème paragraphe de l'article 148.3 ci-dessus sont du ressort de la Cour d'appel de Commerce de Casablanca.

2) Décret d'application de la loi n°17-97 telle que modifiée et complétée :

Article 66.1 : Pour l'application de l'article 148.1 de la loi n°17-97 précitée, la publication des demandes d'enregistrement qui n'ont pas été rejetées ou retirées, doit intervenir dans un délai maximum de deux mois à compter de la date de régularisation desdites demandes.

Article 66.2 : L'office tient à la disposition du public le bulletin des Marques internationales publié par l'Organisation Mondiale de la Propriété Intellectuelle.
Le délai de deux mois dans lequel les oppositions de tiers doivent être présentées en application de l'article 148.2 court à partir du premier jour du mois suivant la réception du bulletin des marques internationales à l'office.

Article 66.3 : L'opposition à une demande d'enregistrement de marque de fabrique, de commerce ou de service, visée au 1er alinéa de l'article 148.2 de la loi n°17-97 précitée, doit préciser :

1. l'identification de l'opposant, ainsi que les indications propres à établir l'existence, la nature, l'origine et la portée de ses droits;
2. les références de la demande d'enregistrement contre laquelle est formée l'opposition, ainsi que l'indication des produits ou services visés par l'opposition;
3. l'exposé des moyens sur lesquelles reposes l'opposition;
4. la justification de l'acquittement des droits exigibles;
5. le cas échéant, le pouvoir du mandataire.

Toute opposition qui n'est pas conforme aux modalités prévues au présent article n'est pas recevable.
L'Office établit une décision d'irrecevabilité et la notifie à l'opposant ou à son mandataire.

Article 66.4 : Pour l'application des dispositions de l'article 148.3 de la loi n°17/97 précitée, la demande d'extension ou de suspension, doit être déposée à l'Office par l'une des parties concernées ou leur mandataire.

Article 66.5 : Les décisions de l'organisme chargé de la propriété industrielle visées à l'article 148.4 de la loi n°17-97 précitée sont publiées. Mention desdites décisions est publiée au catalogue officiel visé à l'article 176 de ladite loi.

IX. Informations concernant la possibilité de présenter une requête en réexamen ou un recours :

i) Délai pour présenter une requête en réexamen ou un recours ou des observations en réponses à l'opposition :

* Le délai pour présenter des observations en réponse à l'opposition à l'encontre d'une demande d'enregistrement d'une marque internationale est de deux mois après l'expiration du délai de l'opposition conformément aux articles 148.3, 148.2 de la loi n° 17- 97 relative à la propriété industrielle et l'article 66.2 du décret pris pour son application, ci-dessus. Soit :

- Délai d'opposition : **01/06/2019.**
- Date limite pour présenter des observations en réponses à l'opposition : **01/08/2019.**

* Le délai de la procédure contradictoire dans le cadre de l'opposition est de **01/12/2019.**

ii) Indications concernant la constitution d'un mandataire :

Les personnes physiques ou morales, n'ayant pas leur domicile ou leur siège social au Maroc ou n'y possédant pas d'établissement industriel ou commercial, doivent faire élection de domicile auprès d'un mandataire domicilié ou ayant son siège social au Maroc qui se chargera pour leur compte des opérations à effectuer auprès de l'office.

X. Signature ou sceau officiel de l'Office qui fait la notification :

Office Marocain de la Propriété Industrielle et Commerciale
Le Chef de Département
Opérations sur les Signes Distinctifs

Signé : Abderrahmane BAKHOUYA

XI. Date d'envoi de la notification au Bureau international :
04/06/2019

ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE INDUSTRIELLE ET COMMERCIALE

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المكتب المغربي للملكية الصناعية والتجارية

TOB 89 2044

MARQUES DE FABRIQUE, DE COMMERCE OU DE SERVICE
FORMULAIRE D'OPPOSITION A UNE DEMANDE D'ENREGISTREMENT DE MARQUE

Cet imprimé est à dactylographier lisiblement sans rayures ni surcharges

Version Octobre 2017

M7

CADRE RESERVE A L'OMPIC
N° d'opposition : 12106 Date d'opposition : 31.05.19

1. CATEGORIE ET INFORMATION SUR L'OPPOSANT (obligatoire pour le calcul des droits exigibles)[1] :

☐ PME/TPE
☐ Universités/ Etablissements d'enseignement :
☒ Autres
Dénomination sociale : **LEGO Juris A/S**
ICE:
RC : Tribunal :
l'État dont la législation a servi de cadre à la constitution de ladite personne morale : **Danemark**

☐ Personne physique
Nom & Prénom :
CNI :
Genre : ☐ Féminin ☐ Masculin
Nationalité :

Adresse : **Koldingvej 2, DK-7190 Billund**
Ville : **Billund** Pays de résidence : **Danemark**
Téléphone :
Télécopie :
Email :

☐ **En cas de plusieurs opposants (cas d'une demande en copropriété), utilisez l'imprimé suite « MS » et cochez cette case[2]**

2. MANDATAIRE (le cas échéant)

☒ **Conseiller en PI** (Réservé UNIQUEMENT aux conseillers en Propriété Industrielle Inscrits sur la liste des agréments des CPI publiée par l'OMPIC)
Nom et Prénom : **Driss El Hajjaji**
Dénomination sociale : **SABA & Co., TMP**
ICE : **000083009000039** RC : Tribunal :
Code :
Représenté par : **Driss El Hajjaji** CNI :

☐ **Autre**
Dénomination sociale **ou** Nom et Prénom :
ICE : RC : Tribunal :
ou CNI :
Représenté par : CNI :

Adresse[(1)] :
185 Boulevard Zerktouni
Pays de résidence : **Maroc**
Ville : **CASABLANCA**
Téléphone : **05 22 25 15 30**
Télécopie : **05 22 25 16 03**
E-Mail : **morocco@sabaip.com**

3. ADRESSE DE CORRESPONDANCE

☐ Opposant ☒ Mandataire
☐ Autre (à préciser) [(1)] :

[(1)] L'adresse doit être libellée de la façon habituellement requise pour une distribution postale rapide et une bonne gestion des éventuelles notifications.

4. NATURE DU DROIT ANTERIEUR

☐ Propriétaire d'une demande d'enregistrement d'une marque antérieurement déposée
☒ Propriétaire d'une marque protégée
☐ Propriétaire d'une marque bénéficiant d'une date de priorité antérieure
☒ Propriétaire d'une marque antérieure notoirement connue
☐ Bénéficiaire d'une licence exclusive d'exploitation
☐ Titulaire d'une indication géographique ou appellation d'origine protégée ou antérieurement déposée

5. REFERENCES DU DROIT ANTERIEUR

N° de dépôt : **869258** Date de dépôt : **11.11.2005**
Nature de la marque : ☐ Marque nationale ☒ Marque internationale
Date de priorité, lorsqu'il s'agit d'une marque bénéficiant d'une date de priorité antérieure :
☐ **En cas d'insuffisance de la place, utilisez l'imprimé suite « MS » et cochez cette case**

6. REFERENCES DE LA DEMANDE D'ENREGISTREMENT DE LA MARQUE CONTESTEE

N° du dépôt : **1453355** Date de dépôt : **23.11.2018**
Nature de la marque : ☐ Marque nationale ☒ Marque internationale N° de la publication : **2019/07**

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[1] Un tarif réduit est applicable aux TPE, PME conformément aux critères de la charte des PME, personnes physiques, auto-entrepreneurs, artisans, universités et établissements d'enseignement, qu'ils soient nationaux ou étrangers

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M7

CADRE RESERVE A L'OMPIC

N° d'opposition :
Date d'opposition :

7. PRODUITS ET/OU SERVICES DE LA DEMANDE D'ENREGISTREMENT CONTESTEE VISES PAR L'OPPOSITION

☒ Opposition à tous les produits et/ou services désignés par la demande d'enregistrement de la marque contestée
☐ Opposition à une partie de produits et/ou services désignés par la demande d'enregistrement de la marque contestée

Indiquez les produits et/ou services de la demande d'enregistrement contestée visés par l'opposition ainsi que la classe qui leur correspond :

CLASSE	PRODUITS ET SERVICES LA DEMANDE D'ENREGISTREMENT CONTESTEE
28	Jouets intelligents; jouets actionnés par laser; modèles réduits [jouets]; véhicules [jouets]; modules de commande pour jouets; modèles réduits prêts-à-monter [jouets]; jouets; blocs pour jeux de construction; modèles réduits de véhicules; véhicules radiocommandés [jouets].

☐ **En cas d'insuffisance de la place, utilisez l'imprimé suite « MS » et cochez cette case**

8. EXPOSE DES MOYENS SUR LESQUELS REPOSE L'OPPOSITION (Cette rubrique est à remplir car l'OMPIC statue sur l'opposition au vu des arguments fournis).

1/ Droits antérieurs.

L'opposante Société LEGO Juris A/S, est la titulaire légitime de la marque internationale « » qui a été déposée auprès de l'OMPI Genève le 11/11/2005 sous No. 869258, pour couvrir les produits relavant de la classe 28. Cet enregistrement international désigne le Maroc et y étend protection conformément aux dispositions du Protocole de Madrid dont notre pays est signataire.

Conformément aux dispositions des articles 140, 143 et 153 de la loi 17-97 telle que modifiée et complétée par la loi No. 31-05, l'opposante jouit d'un droit de propriété sur sa marque «LEGO » pour les produits couverts par son enregistrement.

De par les prérogatives qui sont conférées à sa marque, l'opposante a le droit de contester par voie d'opposition ou par recours judiciaire toute marque postérieure identique ou similaire à la sienne, couvrant des produits ou services identiques ou similaires, étant de nature à porter atteinte sur à droits antérieurs, et ce sur la base des dispositions des articles 148.2, 155, 184 et 201 de la même loi.

En plus de l'antériorité d'enregistrement et bien que la priorité d'usage ne peut être valablement évoquée dans le cadre d'une procédure d'opposition, l'opposante aimerait souligner que depuis qu'elle a été conçue et adoptée, la marque « LEGO» n'a pas cessé de faite l'objet d'une exploitation sérieuse, publique et continue dans plusieurs pays du monde y compris le Maroc, jouissant ainsi d'un degré indéniable de notoriété parmi le public concerné, ce qui lui confère une protection supplémentaire aux sens des dispositions de l'article 6 bis de la Convention de Paris et l'Article 16.2 des ADPIC.

Sur la comparaison des produits :

Le risque de confusion entre les deux marques litigieuses est accentué par le fait qu'elles couvrent des produits identiques et similaires.

Classe 28 :

En effet, les produits « Jouets intelligents; jouets actionnés par laser; modèles réduits [jouets]; véhicules [jouets]; modules de commande pour jouets; modèles réduits prêts-à-monter [jouets]; jouets; blocs pour jeux de construction; modèles réduits de véhicules; véhicules radiocommandés [jouets]» visés par le signe de la déposante **sont identiques et similaires aux produits** «Jeux et jouets; articles de gymnastique et de sport (compris dans cette classe); décorations pour arbres de Noël» désignés par la marque de l'opposante.

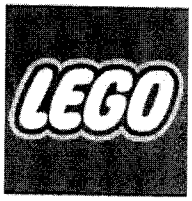
A la lueur de ce qui précède, l'agissement de la déposante tombe inéluctablement sous les interdictions prévues par les dispositions de l'article 155 de la loi 17-97 qui stipule ce qui suit :

« Sont interdits, sauf autorisation du propriétaire, s'il peut en résulter un risque de confusion dans l'esprit du public:

a) la reproduction, l'usage ou l'apposition d'une marque, ainsi que «l'usage d'une marque reproduite ou d'un signe identique ou similaire pour des produits ou services similaires ou relatifs à ceux couverts par l'enregistrement;
b) l'imitation d'une marque et l'usage d'une marque imitée, pour des produits ou services identiques ou similaires à ceux couverts par l'enregistrement ».

Sur la Comparaison des signes.

Marque antérieure



Signe contesté

Un simple coup d'œil permet de constater que la déposante a repris à l'identique l'élément figuratif constituant la marque antérieure. Un agissement pareil est qualifié d'un acte pur de contrefaçon selon les dispositions de l'article 201 de la loi 17-97 telle que modifiée et complété par la loi 31-05.

En comparant les deux logos tels que reproduits, l'on pourrait aisément admettre que la déposante s'est inspirée de façon claire du logo appartenant à l'opposante. A ce propos, la déposante souhaite énumérer ci-dessous les similitudes entre les deux signes :

1/ Les deux marques sont présentées sous une forme carrée;
2/ Les deux marques ont une fine bordure carrée noire;
3/ Les éléments verbaux constituant les deux signes sont centralisé au milieu des deux carrés;
4/ Les éléments verbaux sont présentés en en caractères gras et blanc;

5/ Les éléments verbaux ont un contour noir et un contour plus clair;
6/ Les éléments verbaux sont présentés en lettres majuscules en italique - inclinés vers la droite;
7/ Les mots utilisant l'alphabet latin sont de longueur similaire (4 et 5 lettres) partageant les deux lettres d'attaque LE. Il convient de souligner que le consommateur accordent généralement plus d'attention aux lettres d'attaques sans prêter attention aux lettres qui suivent;
8/ L'caractéristique de similitude entre le logo LEPIN et le logo LEGO est le faite qu'ils sont constitués de deux deux syllabes: LE/GO et LE/PIN.

En outre, il y a des caractères chinois dans la marque LEPIN qui ne sont pas présents dans la marque LEGO. Toutefois, ils ne seront pas compris par les consommateurs moyens et, par conséquent, quelle que soit leur taille, ils ne sont pas susceptibles d'être perçus comme la partie dominante et distinctive dans la marque: ils peuvent très bien être considérés (à juste titre) comme des caractères chinois pour le mot LEPIN.

Dans ce contexte, l'opposante souhaiterait souligner que les actes de contrefaçon et d'imitation ne sont pas identifiés en tant que tels, uniquement par le degré de confusion créé dans l'esprit du consommateur, mais également par l'intention et la volonté du contrefacteur qui tente à rapprocher son signe à une marque existante, ce qui est exactement le cas pour les deux marques en cause. En effet la comparaison ci haute démontre à l'évidence que la déposante à tenter de reproduire dans son signe un maximum d'élément de similitude existant dans la marque antérieure, dans le but inavoué de rapprocher sa marque à celle de l'opposante.

Un tel amalgame bien planifié ne peut être le fruit d'un pur hasard, mais émane d'un acte délibéré de contrefaire la marque de l'opposante notoirement connue.

Afin de déguiser son acte de contrefaçon, la déposante a procédé à la substitution des éléments verbaux dans la marque antérieure par d'autres termes. Toutefois, il convient de constater que la calligraphie utilisée par elle démontre encore que son agissement est nettement délibéré. En effet, le terme «LEPIN » est présenté en caractères blanches caractéristiques dans un cadre noir sur un fond rouge à l'instar de la marque antérieure.

Il devient claire que l'agissement de la déposante ne peut être le fruit d'une pure coïncidence, mais dénote de la volonté de la déposante d'adopter une marque quasi identique à la marque de l'opposante, afin de tirer indûment profit de la renommée et la réputation de la marque de l'opposante, dont elle ne peut prétendre ignorer l'existence en raison de sa place prestigieuse dans le marché.

L'usage réel du logo LEPIN sur le marché :

L'opposant s'appuie également sur d'autres caractéristiques de la manière dont le logo LEPIN est utilisé sur le marché. le logo LEPIN apparaît sur l'emballage du produit exactement au même endroit que le logo LEGO. A vrai dire, en comparant les deux emballages repris ci-dessous l'on pourrait aisément admettre que le logo LEPIN apparaît dans les mêmes positions que le logo LEGO. Le logo LEPIN apparaît également sur les côtés des boîtes, exactement au même endroit que le logo LEGO. Un agissement pareil démontre à l'évidence la mauvaise foi de la déposante.

De plus, le propriétaire de la marque LEPIN est spécialisé dans les fabrications de jouets de construction, qui sont précisément identiques aux produits notoirement connus de *LEGO Juris A/S* .

Cependant, non seulement il fabrique des jouets de construction, mais presque tous les éléments constituant le jouet LEPIN sont une imitation très réussie des éléments constituant le jouet LEGO, dont beaucoup sont protégés par des droits d'auteur. Il a également copié les dessins de nombreux modèles LEGO (c.-à-d. Le modèle fabriqué à partir d'éléments individuels) ainsi que la conception de l'emballage LEGO pour les ensembles LEGO correspondants. Il a de même copié le guide de construction LEGO qui accompagne chaque ensemble LEGO. Le dessin des modèles, l'emballage et le guide de montage sont protégés par des droits d'auteur. Ci-après des exemples de produits LEPIN présentés à côté d'u échantillon des ensembles LEGO correspondants:

Risque de confusion dans l'esprit du consommateur l'amenant à le confondre avec le logo LEGO

La similitude entre le logo LEPIN et le logo LEGO et la manière dont le logo LEPIN est utilisé sur le marché peut mener les consommateurs à confondre les produits LEPIN avec des produits LEGO ou à croire que les produits LEPIN ou leur fabricant sont liés ou associés d'une manière ou d'une autre avec le groupe LEGO. Une telle confusion est susceptibles d'inclure des consommateurs pensant à tort que les produits LEPIN sont fabriqués ou concédés sous licence par les fabricants des produits LEGO et / ou sont une version asiatique des produits LEGO, alors surtout que la grande majorité des consommateurs qui voient le logo LEPIN utilisé sur des jouets de construction se rappelleront immédiatement le logo LEGO et le groupe LEGO.

Comme expliqué ci-haut, le logo LEPIN est très similaire au logo LEGO et intègre la plupart de ses caractéristiques graphiques distinctives. L'utilisation du logo LEPIN aura donc tendance à diluer ou à affaiblir le caractère distinctif du logo LEGO. Ce sera plus difficile pour consommateurs à distinguer les produits LEPIN des produits du groupe LEGO. Cela ressort clairement non seulement des exemples de confusion réelle des consommateurs, mais également des exemples dans lesquels les consommateurs se sont demandé si LEPIN et LEGO Groupe sont connectés. Le logo LEGO est l'un des atouts les plus précieux du groupe LEGO. De toute évidence, toute réduction ou affaiblissement de son caractère distinct serait extrêmement préjudiciable.

Il existe vraiment un risque que les consommateurs hésitent davantage à acheter des produits LEGO s'ils ne peuvent pas être certains que ce qu'ils obtiendront est un produit authentique ou une copie

Dommage pour LEGO et bénéfice pour LEPIN

Il ne fait aucun doute que la vente des produits LEPIN fait perdre des ventes du groupe LEGO. Lorsqu'une personne acheté un produit LEPIN en croyant à tort qu'elle achète un produit LEGO, il est très probable qu'elle aurait autrement acheté un produit LEGO. La similitude entre le logo LEPIN et le logo LEGO confère au produit LEPIN une crédibilité aux yeux du consommateur. Comme mentionné ci-dessus, certains consommateurs peuvent penser que LEPIN est simplement une marque LEGO associée de Chine et / ou qu'il est fabriqué à partir des mêmes machines de moulage. Sinon, pourquoi utiliserait-il un logo similaire? Les produits LEPIN sont généralement vendus à un prix inférieur à celui des produits LEGO équivalents. Certains consommateurs sont donc susceptibles de considérer le LEPIN comme "une version moins chère des produits LEGO".

Compte tenu de l'importante réputation mondiale du logo LEGO et de ses similitudes avec le logo LEPIN, il est raisonnable de déduire que le concepteur du logo LEPIN a copié le logo LEGO.

Sur la notoriété et réputation du LEGO et son logo

En plus de son enregistrement antérieur et sa priorité d'usage au Maroc et dans plusieurs pays du monde, la marque « » de l'opposante jouit d'une protection supplémentaire en vertu de sa notoriété, et ce conformément aux dispositions des articles 6 bis de la Convention de Paris, 16.2 des ADPIC et l'Article 162 de la loi 17-97 telle que modifiée et complétée par la loi 31-05.

En effet, depuis sa conception en tant que marque, « » n'a pas cessé de faire l'objet d'un usage public, paisible et non équivoque dans plusieurs pays du monde y compris le Maroc, ce qui lui a conféré un degré indéniable de notoriété et de reconnaissance parmi le public, notamment le public concerné et les professionnels

A l'appui de la notoriété de sa marque, l'opposante souhaite mettre à la disposition de l'OMPIC l'histoire et les documents et les décisions concernant la marque "LEGO" afin de prouver la notoriété et la véracité de ses arguments et informations.

Le groupe LEGO est créé d'une entreprise de menuiserie fondée en 1932 par Ole Kirk Christiansen à Billund, au Danemark. En 1934, il créa le nom LEGO en combinant les deux premières lettres de chacun des mots danois "leg godt", qui signifie "bien jouer". En 1949, le groupe LEGO commença à produire des briques en plastique imbriquées. C'étaient officiellement appelé "briques LEGO" à partir de 1953. En 1958, le principe de couplage utilisé dans Les briques LEGO modernes, qui améliorent la stabilité des modèles, ont été développées par son fils, Godtfred Kirk Christiansen. Les briques LEGO peuvent durer de nombreuses années et une brique LEGO de 1958 s'intégrera parfaitement à une brique LEGO de 2018.

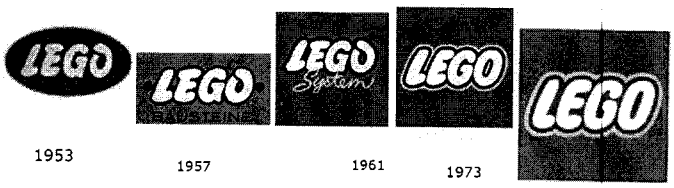
En 1968, le groupe LEGO a ouvert le premier parc thématique LEGOLAND à Billund, au Danemark. Le second a été ouvert au Royaume-Uni en 1996. Il existe maintenant des parcs thématiques LEGOLAND au Royaume-Uni, en Allemagne, aux États-Unis (x2), au Japon, à Dubaï et en Malaisie. La gamme LEGO DUPLO a été introduite en 1969. Les briques DUPLO sont deux fois plus grandes que les briques LEGO et sont destinées aux enfants plus jeunes. Les premières figurines LEGO ont été lancées en 1978 depuis quand plus de 4 milliards ont été produits.

Fin 2016, le groupe LEGO devenait la plus grande entreprise de jouets au monde, dépassant Mattel, Inc. Le chiffre d'affaires mondial du groupe LEGO s'élevait à 4,9 milliards d'euros en 2016. En 2017, le groupe LEGO employait plus de 17 500 personnes.

Le groupe LEGO appartient à Kirkbi A / S (75%) et à la Fondation LEGO (25%). Kirkbi A / S est la société de portefeuille et d'investissement de la famille Kirk Kristiansen. La Fondation LEGO est une fondation d'entreprise qui a pour mission d'améliorer l'apprentissage de millions d'enfants dans le monde.

L'évolution du logo LEGO

Le logo LEGO présente des lettres blanches caractéristiques dans un cadre noir sur un fond rouge depuis 65 ans; depuis près de 60 ans, le logo affiche également un fond carré rouge; et, comme le montrent les images ci-dessus, il n'a pratiquement pas changé depuis 45 ans.



1953 1957 1961 1973

Le logo LEGO est l'une des marques les plus distinctives et les plus connues au monde. Cela fait 45 ans que le groupe LEGO l'utilise de manière substantielle dans sa forme actuelle. Il jouit d'une réputation extrêmement positive. Les produits LEGO sont réputés pour leur excellente qualité. Le groupe LEGO adopte les normes de sécurité et de qualité les plus strictes pour le développement et la fabrication de ses produits. Tous les produits LEGO sont soumis à des tests minutieux. Nouveaux éléments individuels et de nouveaux modèles entiers sont soumis à des tests chimiques, physiques, électriques, d'hygiène et d'inflammabilité. Les contrôleurs d'assurance qualité effectuent de nombreux contrôles et essais sur les éléments LEGO.

Le groupe LEGO est membre de TIE (Industries du jouet de Europe) et TIA (industries du jouet d'Amérique) et préside le Comité européen de normalisation dans le domaine de la sécurité des jouets. Le groupe LEGO travaille activement, via le TIE et le Comité européen de normalisation (CEN), à l'élaboration de normes relatives aux jouets visant à promouvoir la sécurité des jouets.

La version actuelle du logo LEGO ("le logo LEGO") est celle qui a été introduite en 1998 (comme indiqué ci-dessus) est utilisé sur tous les emballages de produits et dans tous les supports publicitaires, marketing et promotionnels, ainsi que sur les sites Web, la signalisation et la papeterie du groupe LEGO.

Historique de la société LEGO Juris A/S

LEGO Juris A / S, est la société du groupe LEGO qui détient la marque et les droits similaires dans le monde entier dans le logo LEGO. Elle est la titulaire de l'enregistrement de divers marques « LEGO » dans de nombres classes pour divers produits et services, y compris les jeux et jouets de la classe 28. LEGO System A / S est la société du groupe LEGO chargée de la fabrication des jouets de construction et autres produits vendus au grand public dans le monde entier sous le logo LEGO. Il utilise le logo LEGO sous une exclusivité licence du demandeur en vertu de laquelle le fonds de commerce généré par cette utilisation appartient à LEGO Juris A/S. La requérante et LEGO System A / S sont toutes deux des sociétés danoises basées au siège du groupe LEGO à Billund, au Danemark.

LEGO Company Limited (société britannique créée en 1959) est la société du groupe LEGO chargée de la commercialisation et de la vente de produits de marque LEGO au Royaume-Uni. Les produits LEGO sont commercialisés et vendus au Royaume-Uni depuis 1959.

Cadre juridique portant sur la protection des marques notoires :

À la lueur des arguments précités, il devient clair que la marque de l'opposante jouit d'une notoriété indéniable, ce qui lui confère une protection supplémentaire au Maroc au sens des dispositions des Articles 6 bis de la Convention de Paris, 16.2 des ADPIC et 162 de la loi 17-97 telle que modifiée est complétée par la loi 31-05.

En effet, l'Article 6 bis de la Convention de Paris impose aux pays membres, y compris le Maroc, l'obligation de conférer aux marques notoires une protection spéciale, en disposant ce qui suit :

« Les pays de l'Union s'engagent, soit d'office si la législation du pays le permet, soit à la requête de l'intéressé, à refuser ou à invalider l'enregistrement et à interdire l'usage d'une marque de fabrique ou de commerce qui constitue la reproduction, l'imitation ou la traduction, susceptibles de créer une confusion, d'une marque que l'autorité compétente du pays de l'enregistrement ou de l'usage estimera y être notoirement connue comme étant déjà la marque d'une personne admise à bénéficier de la présente Convention et utilisée pour des produits identiques ou similaires. Il en sera de même lorsque la partie essentielle de la marque constitue la reproduction d'une telle marque notoirement connue ou une imitation susceptible de créer une confusion avec celle-ci ».

Il est clair que ledit article interdit la moindre « reproduction, l'imitation ou traduction » d'une marque notoire. Par conséquent, ces dispositions trouvent incontestablement application dans la présente opposition, alors et surtout que le signe contesté constitue une reproduction flagrante de la marque de l'opposante.

Plusieurs jurisprudences étrangères et Marocaines ont tendance actuellement à comprendre que les dispositions de cet article stipulent implicitement que les marques notoires sont protégées, **indépendamment du fait qu'elles soient enregistrées ou non**, contre des produits et services identiques ou similaires à ceux pour lesquels elles ont acquis leur réputation. Par conséquent la marque de l'opposante étend protection aux produits et services similaires, même si les classes y relatives ne sont explicitement désignées par son enregistrement.

Par ailleurs, l'article 16.2 des ADPIC dispose que la détermination de la notoriété d'une marque dépend de sa **promotion**, ce qui s'applique justement à la marque de l'opposante qui n'a pas cessé de faire l'objet de non seulement d'un usage (commercialisation, vente et mise en vente) mais aussi des campagnes publicitaires continues et régulières depuis très longtemps **au Maroc**.

En parallèle, l'article 16.3 de l'Accord sur les ADPIC prévoit une protection qui s'étend au-delà des limites de la protection normalement conférée selon le principe de spécialité. Il prévoit en effet que la protection de l'article 6 bis de la Convention de Paris s'appliquera aux produits et services qui ne sont pas similaires à ceux pour lesquels la marque a été enregistrée ».

Ces deux articles sont confirmés par l'article 162 de la loi 17-97 telle que modifiée et complétée par la loi 31-05 qui dispose que « le titulaire d'une marque notoirement connue au sens de l'article 6 bis de la Convention de Paris pour la protection de la propriété industrielle peut réclamer l'annulation de l'enregistrement **d'une marque susceptible de créer une confusion avec la sienne** ».

En outre, selon les dispositions de l'article 4 des « Recommandations communes de l'OMPI relatives à la protection des marques notoires » issues de la trente-quatrième série de réunions des assemblées des États membres de l'OMPI entre le 20 et 29 septembre 1999, il est clairement stipulé « qu'une marque est considérée comme étant en conflit avec une marque notoire lorsque cette marque ou un de ses éléments essentiels constitue une reproduction, une imitation, une traduction ou une translittération, susceptible de créer une confusion, de la marque notoire et est utilisé, fait l'objet d'une demande d'enregistrement ou est enregistré pour des produits ou des services qui sont identiques ou similaires aux produits ou aux services auxquels la marque notoire s'applique ».

Ces dispositions trouvent application dans le cas présent, alors et surtout qu'il est aisé de constater que le signe contesté « 乐拼 LEPIN » constitue une reproduction clairement identique de la marque notoire « LEGO » appartenant à la déposante.

Réquisition

En raison des arguments précités et en application des dispositions de l'article 148.2 de la loi 17-97, l'opposante requiert que le signe contesté « 乐拼 LEPIN » No.1453355 soit purement et simplement rejeté en ce qui concerne la partie marocaine, au motif que les deux marques ne peuvent cohabiter sans donner lieu à un risque de confusion.

9. PIECES JOINTES

- ☐ Pouvoir du mandataire, le cas échéant
- ☐ Document justificatif de la réduction des droits exigibles, le cas échéant [3]
- ☐ Indications propres à établir l'existence, la nature, l'origine et la portée des droits, le cas échéant
- ☐ Indications propres à établir la notoriété de la marque, le cas échant :
- ☐ Autres (à préciser) :

SIGNATURE PAR LE DEPOSANT ET/OU SON MANDATAIRE

Le signataire certifie l'exactitude des informations figurant dans la présente demande

Déposant	Mandataire
Nom :	Nom : **DRISS EL HALLAL**
Qualité	Qualité **Conseiller en Propriété Industrielle**
Signature	Signature
Date :	Date :

SABA & CO. TMP
165, Bd. Zerktouni, Casablanca
20330 Casablanca
T. +212 522 251 603
E: morocco@sabaip.com / www.sabaip.com

[3] Pour les entreprises marocaines (TPE/PME), elles sont dispensées de fournir une copie de pièces justificatives afin de bénéficier de la réduction des droits exigibles, en particulier les états de synthèses (dernier exercice comptable), Si ces états de synthèses sont disponibles à l'OMPIC qui tient le Registre Central du Commerce.

ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE
INDUSTRIELLE ET COMMERCIALE

المملكة المغربية

المكتالمغربي
للملكية الصناعية والتجارية

MARQUES DE FABRIQUE, DE COMMERCE OU DE SERVICE

FORMULAIRE D'OPPOSITION A UNE DEMANDE D'ENREGISTREMENT DE MARQUEEEUE

FEUILLE DE CALCUL

Extrait de la liste des tarifs des services OMPIC applicable à partir du 1er Octobre 2017 :

	Tarif normal en DH HT	Tarif réduit en DH HT
Opposition à une demande d'enregistrement de marque sur une classe	2000,00	1500,00
Chaque classe supplémentaire	00	**400.00**

Montant des droits exigibles (en DH TTC) : 2400,00

	Désignation	Tarif unitaire en DH TTC	Pour chaque classe supplémentaire	Total TTC
Tarif normal	Droits exigibles pour une opposition à une demande d'enregistrement de marque	2400,00	**0.00**	**2400**

	Désignation	Tarif unitaire en DH TTC	Pour chaque classe supplémentaire	Total TTC
Tarif réduit	Droits exigibles pour une opposition à une demande d'enregistrement de marque	1800,00		

وزارة التجارة والاستثمار
Ministry of Commerce and Investment

المملكة العربية السعودية	قرار الإدارة العامة للعلامات التجارية	القرار رقم :552
وزارة التجارة والاستثمار	في الاعتراض المقدم ضد قرار قبول طلب التسجيل	تاريخ : 1439/10/7هـ
وكالة الوزارة للتجارة الداخلية	مقدم الاعتراض : شركة ليجو جوريس ايه اس بالوكالة عنها مكتب كدسه للاستشارات القانونية	
الإدارة العامة للعلامات التجارية	طالب التسجيل : شركة فيفيدفيل انك بالوكالة عنها مكتب محمد بن مناع المؤنس محامون	

الحمد الله وحده ، والصلاة والسلام على نبينا محمد و على آله وصحبه وسلم ... وبعد: إنه في يوم الخميس 1439/10/7هـ بمقرها بوزارة التجارة والاستثمار في الرياض نظرت الإدارة العامة للعلامات التجارية في الإعتراض على قرار قبول تسجيل العلامة التجارية التي هي " كلمة ليغو بأحرف لاتينية " برقم (123463) والمطلوب تسجيلها على الفئة (35).

الوقائع

بتاريخ 1439/3/26هـ تم نشر العلامة التجارية محل الاعتراض.
بتاريخ 1439/5/22هـ تقدم المعترض بطلب إلغاء قرار الإدارة القاضي بقبول تسجيل العلامة محل الاعتراض.
بتاريخ 1439/5/22هـ أُبلغ طالب تسجيل العلامة التجارية محل الاعتراض بصورة من الاعتراض.
بتاريخ 1439/7/3هـ تقدم طالب التسجيل بالرد على الاعتراض.

الأسباب

بعد الاطلاع على قانون (نظام) العلامات التجارية لدول مجلس التعاون لدول الخليج العربية الصادر بالمرسوم الملكي الكريم رقم م/51 وتاريخ 1435/07/26هـ ولائحة التنفيذية ، والذي ينص في الفقرة (2) من المادة (14) بأنه " لكل ذي شأن ، خلال ستين يوماً من تاريخ النشر ، أن يقدم للجهة المختصة اعتراضا مكتوباً على تسجيل العلامة.....، وعلى طالب التسجيل أن يقدم للجهة المختصة رداً مكتوباً على الاعتراض خلال ستين يوماً من تاريخ إبلاغه به ، وإلا أعتبر متنازلاً عن طلبه "، واستناداً للفقرة (1) والفقرة (2) من المادة (15) من القانون (النظام)، فإنه:**من الناحية الشكلية :** قبول الاعتراض شكلاً لتقديمه خلال المهلة النظامية، وكذلك قبول رد طالب التسجيل شكلاً لتقديمه خلال المهلة النظامية. **من الناحية الموضوعية :** لما أن المعترض يستند في لائحته الاعتراضية بأن يمتلك تسجيلاً للعلامة التجارية " LEGO " بالعديد من الفئات منها: الفئة 9 برقم 1438020151 والفئة 16 برقم 1438020153 والفئة 18 برقم 75/634 و بالفئة 41 برقم 1438020155علامة " ليجو " بالفئة 28 برقم 73/160 وعلامة " LEGO ليجو " بالفئة 16، 17، 18، 20، 21، 22، 23، 24، و25 برقم 98/93 وأنها تتشابهة تشابهاً يصل إلى حد التطابق مع العلامة محل الاعتراض LEGO الموعة بالفئة 35 حيث أنها خدمة دعاية وإعلان ولكون الشركة المعترضة تمتلك العديد من التسجيلات على العديد من الفئات الأمر الذي سيكون فيه تضليل للجمهور وربط بين العلامتين مما سيضر بمصالح الشركة المعترضة، فضلاً عن شهرة العلامة سند الاعتراض حيث أن لها العديد من التسجيلات الدولية في العديد من دول العالم بالفئة 35 منها في: الاتحاد الأوروبي بموجب شهادة التسجيل رقم 000039966 بتاريخ 2001/6/11 ، وكذلك ماليزيا برقم التسجيل

إدارة العلامات التجارية

المملكة العربية السعودية	قرار الإدارة العامة للعلامات التجارية	القرار رقم :552
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الإدارة العامة للعلامات التجارية	طالب التسجيل : شركة فيفيدفيل انك بالوكالة عنها مكتب محمد بن مناع المؤنس محامون	

0825105 بتاريخ 2011/10/11 ، وأيضاً في الدنمارك بالفئة 35، 37، 41، 28، 19، 17، 16 وبالإمارات العربية المتحدة بالفئة 35 برقم التسجيل 114317 بتاريخ 2008/6/10 ، الأمر الذي يتعين معه رفض وإلغاء تسجيل العلامة محل الاعتراض.

كما تضمن رد طالب التسجيل على الاعتراض، بأن الشركة المعترضة لا تمتلك تسجيلاً بالمملكة العربية السعودية لا للعلامة محل الاعتراض ولا للعلامة سند الاعتراض على الفئة 35 ، وأن تسجيلها على فئات أخرى لا يعطيها حماية لعلامتها في فئات لم تقم بالتسجيل عليها، كما أنه لا ارتباط بين نشاط الفئة 35 المطلوب تسجيل العلامة محل الاعتراض عليها والفئات التي تقع عليها العلامة سند الاعتراض، وبذلك يظهر بأن الاعتراض الذي تم على علامتنا محل الاعتراض لا وجاهة له.

وبالنظر لما قدمه الطرفان، وحيث يهدف المعترض من اعتراضه إلى رفض طلب تسجيل العلامة التجارية محل الاعتراض، وحيث أنه طبقاً لنص المادة (11/3) من نظام العلامات التجارية فإنه لا يجوز تسجيل علامة تجارية مطابقة أو مشابهة لعلامة سبق إيداعها أو تسجيلها إذا كان طلب التسجيل على منتجات مطابقة أو ذات صلة للسلع أو الخدمات التي سبق التسجيل عليها. وطبقاً للمادة (14/3) والمادة (1/4) فإنه يظهر بأن العلامة محل الاعتراض LEGO المقدمة من طالب التسجيل ، تتشابه إلى حد التطابق في طريقة كتابتها مع العلامات سند الاعتراض للشركة المعترضة لاسيما ولكثرة تسجيلات الشركة المعترضة لعلامتها سند الاعتراض LEGO بالعديد من الفئات الأمر الذي سيفضي إلى الربط بين العلامتين فضلاً عن أن العلامة سند الاعتراض قد تجاوزت حدود بلدها الأصلي لتسجيلها في العديد من دول العالم والاتحاد الأوروبي بالعديد من الفئات ومنها فئة 35 وحيث أن العلامة سند الاعتراض تعد من العلامات ذات الشهرة الأمر الذي سيكون مع قبول العلامة محل الاعتراض تضليلاً لجمهور المستهلكين. لذا ولما تقدم من أسباب، فقد انتهت الإدارة العامة للعلامات التجارية للقرار التالي:

القرار

قبول الاعتراض، وعليه ترفض العلامة رقم (123463) بالفئة (35) وتلغى إجراءات تسجيلها.

ولكل ذي شأن الطعن في القرار أمام المحكمة المختصة خلال ثلاثين يوماً من تاريخ إخطاره به، ولا يترتب على الطعن في القرار الصادر بقبول تسجيل العلامة التجارية وقف إجراءات التسجيل مالم تقرر المحكمة المختصة خلاف ذلك.

والله ولي التوفيق ،،،

الإدارة العامة للعلامات التجارية

المستشار	**المستشارة**
عامر بن عبدالله الزهراني	**عبير بنت أحمد الراشد**

وزارة التجارة والاستثمار
Ministry of Commerce and Investment

المملكة العربية السعودية	قرار الإدارة العامة للعلامات التجارية	القرار رقم :552
وزارة التجارة والاستثمار	في الاعتراض المقدم ضد قرار قبول طلب التسجيل	تاريخ : 1439/10/7هـ
وكالة الوزارة للتجارة الداخلية	مقدم الاعتراض : شركة ليجو جوريس ايه اس بالوكالة عنها مكتب كدسه للاستشارات القانونية	
الإدارة العامة للعلامات التجارية	طالب التسجيل : شركة فيفيدفيل انك بالوكالة عنها مكتب محمد بن مناع المؤنس محامون	

الحمد الله وحده ، والصلاة والسلام على نبينا محمد و على آله وصحبه وسلم ... وبعد: إنه في يوم الخميس 1439/10/7هـ بمقرها بوزارة التجارة والاستثمار في الرياض نظرت الإدارة العامة للعلامات التجارية في الإعتراض على قرار قبول تسجيل العلامة التجارية التي هي " كلمة ليغو بأحرف لاتينية " برقم (123463) والمطلوب تسجيلها على الفئة (35).

الوقائع

بتاريخ 1439/3/26هـ تم نشر العلامة التجارية محل الاعتراض.
بتاريخ 1439/5/22هـ تقدم المعترض بطلب إلغاء قرار الإدارة القاضي بقبول تسجيل العلامة محل الاعتراض.
بتاريخ 1439/5/22هـ أُبلغ طالب تسجيل العلامة التجارية محل الاعتراض بصورة من الاعتراض.
بتاريخ 1439/7/3هـ تقدم طالب التسجيل بالرد على الاعتراض.

الأسباب

بعد الاطلاع على قانون (نظام) العلامات التجارية لدول مجلس التعاون لدول الخليج العربية الصادر بالمرسوم الملكي الكريم رقم م/51 وتاريخ 1435/07/26هـ ولائحة التنفيذية ، والذي ينص في الفقرة (2) من المادة (14) بأنه " لكل ذي شأن ، خلال ستين يوماً من تاريخ النشر ، أن يقدم للجهة المختصة اعتراضا مكتوباً على تسجيل العلامة.....، وعلى طالب التسجيل أن يقدم للجهة المختصة رداً مكتوباً على الاعتراض خلال ستين يوماً من تاريخ إبلاغه به ، وإلا أعتبر متنازلاً عن طلبه "، واستناداً للفقرة (1) والفقرة (2) من المادة (15) من القانون (النظام)، فإنه:**من الناحية الشكلية :** قبول الاعتراض شكلاً لتقديمه خلال المهلة النظامية، وكذلك قبول رد طالب التسجيل شكلاً لتقديمه خلال المهلة النظامية. **من الناحية الموضوعية :** لما أن المعترض يستند في لائحته الاعتراضية بأن يمتلك تسجيلاً للعلامة التجارية " LEGO " بالعديد من الفئات منها: الفئة 9 برقم 1438020151 والفئة 16 برقم 1438020153 والفئة 18 برقم 75/634 و بالفئة 41 برقم 1438020155علامة " ليجو " بالفئة 28 برقم 73/160 وعلامة " LEGO ليجو " بالفئة 16،17، 18، 20، 21، 22، 23، 24، و25 برقم 98/93 وأنها تتشابهة تشابهاً يصل إلى حد التطابق مع العلامة محل الاعتراض LEGO الموعة بالفئة 35 حيث أنها خدمة دعاية وإعلان ولكون الشركة المعترضة تمتلك العديد من التسجيلات على العديد من الفئات الأمر الذي سيكون فيه تضليل للجمهور وربط بين العلامتين مما سيضر بمصالح الشركة المعترضة، فضلاً عن شهرة العلامة سند الاعتراض حيث أن لها العديد من التسجيلات الدولية في العديد من دول العالم بالفئة 35 منها في: الاتحاد الأوروبي بموجب شهادة التسجيل رقم 000039966 بتاريخ 2001/6/11 ، وكذلك ماليزيا برقم التسجيل

إدارة العلامات التجارية

المملكة العربية السعودية	قرار الإدارة العامة للعلامات التجارية	القرار رقم :552
وزارة التجارة والاستثمار	في الاعتراض المقدم ضد قرار قبول طلب التسجيل	تاريخ : 1439/10/7هـ
وكالة الوزارة للتجارة الداخلية	مقدم الاعتراض : شركة ليجو جوريس ايه اس بالوكالة عنها مكتب كدسه للاستشارات القانونية	
الإدارة العامة للعلامات التجارية	طالب التسجيل : شركة فيفيدفيل انك بالوكالة عنها مكتب محمد بن مناع المؤنس محامون	

0825105 بتاريخ 2011/10/11 ، وأيضاً في الدنمارك بالفئة 35، 37، 41، 28، 19، 17، 16 وبالإمارات العربية المتحدة بالفئة 35 برقم التسجيل 114317 بتاريخ 2008/6/10 ، الأمر الذي يتعين معه رفض وإلغاء تسجيل العلامة محل الاعتراض.

كما تضمن رد طالب التسجيل على الاعتراض، بأن الشركة المعترضة لا تمتلك تسجيلاً بالمملكة العربية السعودية لا للعلامة محل الاعتراض ولا للعلامة سند الاعتراض على الفئة 35 ، وأن تسجيلها على فئات أخرى لا يعطيها حماية لعلامتها في فئات لم تقم بالتسجيل عليها، كما أنه لا ارتباط بين نشاط الفئة 35 المطلوب تسجيل العلامة محل الاعتراض عليها والفئات التي تقع عليها العلامة سند الاعتراض، وبذلك يظهر بأن الاعتراض الذي تم على علامتنا محل الاعتراض لا وجاهة له.

وبالنظر لما قدمه الطرفان. وحيث يهدف المعترض من اعتراضه إلى رفض طلب تسجيل العلامة التجارية محل الاعتراض. وحيث أنه طبقاً لنص المادة (11/3) من نظام العلامات التجارية فإنه لا يجوز تسجيل علامة تجارية مطابقة أو مشابهة لعلامة سبق إيداعها أو تسجيلها إذا كان طلب التسجيل على منتجات مطابقة أو ذات صلة للسلع أو الخدمات التي سبق التسجيل عليها. وطبقاً للمادة (14/3) والمادة (1/4) فإنه يظهر بأن العلامة محل الاعتراض LEGO المقدمة من طالب التسجيل ، تتشابه إلى حد التطابق في طريقة كتابتها مع العلامات سند الاعتراض للشركة المعترضة لاسيما ولكثرة تسجيلات الشركة المعترضة لعلامتها سند الاعتراض LEGO بالعديد من الفئات الأمر الذي سيفضي إلى الربط بين العلامتين فضلاً عن أن العلامة سند الاعتراض قد تجاوزت حدود بلدها الأصلي لتسجيلها في العديد من دول العالم والاتحاد الأوروبي بالعديد من الفئات ومنها فئة 35 وحيث أن العلامة سند الاعتراض تعد من العلامات ذات الشهرة الأمر الذي سيكون مع قبول العلامة محل الاعتراض تضليلاً لجمهور المستهلكين. لذا ولما تقدم من أسباب. فقد انتهت الإدارة العامة للعلامات التجارية للقرار التالي:

القرار

قبول الاعتراض، وعليه ترفض العلامة رقم (123463) بالفئة (35) وتلغى إجراءات تسجيلها.

ولكل ذي شأن الطعن في القرار أمام المحكمة المختصة خلال ثلاثين يوماً من تاريخ إخطاره به، ولا يترتب على الطعن في القرار الصادر بقبول تسجيل العلامة التجارية وقف إجراءات التسجيل مالم تقرر المحكمة المختصة خلاف ذلك.

والله ولي التوفيق ،،،

الإدارة العامة للعلامات التجارية

المستشار	**المستشارة**
عامر بن عبدالله الزهراني	**عبير بنت أحمد الراشد**

Republic of Turkey
Turkish Patent Institute
Trademarks Office

No.: B.14.1.TPE.0.07.02.00-2009/24957
Subject: Opposition Against Publication

2010-O-222829
18/06/2010

ESRA TER (STOCK INDUSTRIAL PROPERTIES SERVICES A.S.)
Büyükdere Cad. No: 173 Levent/Istanbul

Re: a) Your opposition No. 2010-G-32051 dated 12/02/2010

With your opposition referred to in Re. You have requested rejection of the trademark application no. 2009/24957 dated 15.05.2009 for "aras eggo lego" published on the Official Trademarks Bulletin dated 12.11.2009 with no. 171.

Upon examination, it is seen that the above-mentioned trademark and some of the trademarks that your opposition is based on are identical or similar and there is likelihood of confusion between the subject trademarks considering the well known status of the trademark. It is therefore decided that the opposition is accepted and the application is rejected as per article 8 of the Decree Law No. 556.

Please be informed accordingly.

(Signature)
Saadet Yanardağ
Deputy Head of the Trademark Department
On behalf of the Head of the Institute

TRADEMARKS OPPOSITION BASED ON

119057 / "lego" (considered to be similar)
129710 / "lego" (considered to be similar)
188976 / "lego" (considered to be similar)
2001 18357 / "lego" (considered to be similar)
130859 / "lego" (considered to be similar)
188907 / "dacta lego" (considered to be similar)
158078 / "lego" (considered to be similar)
102750 / "lego" (considered to be similar)

TRADE MARKS ACT 1994
IN THE MATTER OF

UK Trade Mark Registration no. 00003236070 in the name of SHANTOU Chengai District Longjun Toys Factory Co. Limited

AND IN THE MATTER OF

Application for Cancellation no. CA000501966 by LEGO Juris A/S

WITNESS STATEMENT OF PETER THORSLUND KJAER

I, **PETER THORSLUND KJAER**, of Aastvej 1, Billund 7190, Denmark, **STATE AS FOLLOWS**:

1 I am employed as Vice President – Deputy General Counsel at LEGO System A/S of Aastvej 1, Billund 7190, Denmark. LEGO System A/S is part of the LEGO Group of companies (the "**LEGO Group**"). The LEGO Group is responsible for the design, manufacture and sale of the well-known LEGO® children's construction toys.

2 The facts stated in this witness statement are true to the best of my information and belief. The facts are based on my own knowledge, or are evident from the LEGO Group's records to which I have access.

3 I have been employed by LEGO Group for 23 years. Danish is my first language but I speak and write English fluently. My responsibilities include overseeing the global strategy for and enforcement of the LEGO Group's intellectual property rights.

A Brief History of the LEGO Group

4 The LEGO Group has its origins in a carpenter's business founded in 1932 by Ole Kirk Christiansen in Billund, Denmark. In 1934, he created the LEGO name by combining the first two letters of each of the Danish words "leg godt", meaning "play well".

5 In 1949, the LEGO Group began producing interlocking plastic bricks. These were officially called "LEGO bricks" as from 1953. In 1958 the coupling principle used in

modern-day LEGO bricks, which improves stability of the models, was developed by his son, Godtfred Kirk Christiansen. LEGO bricks may last for many years and a LEGO brick from 1958 will fit together perfectly with a LEGO brick from 2018.

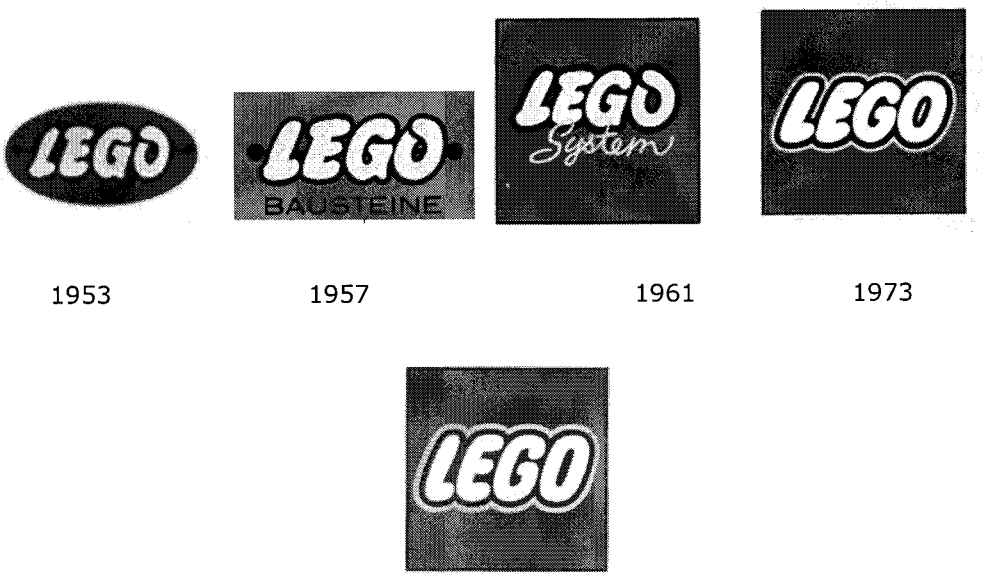
6 In 1968 the LEGO Group opened the first LEGOLAND theme park in Billund, Denmark. The second was opened in the UK in 1996. There are now LEGOLAND theme parks in the UK, Germany, USA (x2), Japan, Dubai and Malaysia. The LEGO DUPLO range was introduced in 1969. DUPLO bricks are twice the size of LEGO bricks and are aimed at younger children. The first LEGO Minifigures were launched in 1978 since when more than 4 billion have been produced.

7 In her witness statement, Marina Edwards provides more information about the LEGO Group's sales and marketing activities in the EU.

8 By the end of 2016, the LEGO Group became the largest toy company in the world by revenue surpassing Mattel, Inc. The LEGO Group's worldwide revenues in 2016 were €4.9 billion. In 2017 the LEGO Group employed more than 17,500 people. The LEGO Group is owned by Kirkbi A/S (75%) and the LEGO Foundation (25%). Kirkbi A/S is the holding and investment company of the Kirk Kristiansen family. The LEGO Foundation is a corporate foundation whose mission is to improve the learning for millions of children all over the world

The Evolution of the LEGO Logo

9 The LEGO logo has featured characteristic white letters in a black frame against a red background for 65 years; for almost 60 years, the logo has also shown a square red background; and, as seen from the images below, it has been substantially unchanged for the past 45 years:



1953 1957 1961 1973

1998

10 The current version of the LEGO logo ("the LEGO Logo") is the one which was introduced in 1998 (as shown above). As Marina Edwards explains in her witness statement, the LEGO Logo is used on all product packaging and in all advertising, marketing and promotional materials as well as on the LEGO Group's websites, signage and stationery throughout the EU.

The owner of the LEGO Logo and the goodwill associated with it

11 LEGO Juris A/S, the applicant in these proceedings (the "**Applicant**"), is the company within the LEGO Group which owns the trade mark and similar rights around the world in the LEGO Logo. The Applicant is the proprietor of the trade mark registration relied on herein, namely EU trade mark registration no. 2829463 for the LEGO Logo (the "**LEGO Logo Registration**") which is registered in a number of classes in respect of various goods and services including games and playthings in class 28. LEGO System A/S is the company within the LEGO Group responsible for manufacturing the construction toys and other products sold to the general public around the world under the LEGO Logo. It uses the LEGO Logo under an exclusive licence from the Applicant under which the goodwill generated through such use belongs to the Applicant. Both the Applicant and LEGO System A/S are Danish companies based at the LEGO Group's headquarters in Billund, Denmark.

12 LEGO Company Limited (a UK company established in 1959) is the company within the LEGO Group responsible for marketing and selling LEGO branded products in the United Kingdom. LEGO products have been marketed and sold in the UK since 1959.

The LEPIN logo

13 The trade mark (the "**LEPIN logo**") which is the subject of UK trade mark registration number 00003236070 (the "**Registered Mark**") is registered in monochrome. However, in comparing the Registered Mark with the LEGO Logo, and in assessing the likelihood of confusion, the Applicant relies upon all the circumstances in which the LEPIN logo is used in practice.

The form and colours in which the LEPIN logo is used

14 By way of example, at Exhibit PTK 1 are copies of advertisements for some LEPIN products which have been listed on websites based in Italy, France, the Netherlands,

Poland and Hungary. In his witness statement, Peter Taylor refers to examples which show that the LEPIN logo is used in the UK in the same way.

15 As can be seen the Registered Mark is used in the following form:

The similarities between the LEPIN logo and the LEGO Logo

16 In actual use the LEPIN logo appears in exactly the same colour combinations as the LEGO Logo. That is to say the word element is depicted in bold, slightly rounded white letters. The letters are edged in black with further outer edging in yellow. The word is depicted in a red square edged in black. The shade of red used in the LEPIN logo is very similar to shade of red in the LEGO logo.

17 As Marina Edwards states in her witness statement, these features of the LEGO Logo are very distinctive of the LEGO Group. Interestingly, Shantou Chenghai District Longjun Toys Factory Co., Ltd (the "**Registered Proprietor**") expressly acknowledges this. At paragraph 4 of its Counterstatement, it states:

"*Color, font and typeface are unique identifying qualities of the* [LEGO logo] *It is clearly identified by consumers that the inherent distinctiveness is the color, customers will be attracted by its unique color combination at the very first sight and are likely to combine the color mark with its goods in some degree*" (sic)

18 A further feature of similarity between the LEPIN logo and the LEGO Logo is that they both contain a single short two syllable word: LEGO and LEPIN. Both words have the prefix "LE". In addition both words are invented and have no meaning in the English language. I am informed by my colleague Eric Zhu, the LEGO Group's Senior Corporate Counsel Legal China and APAC, and believe: (i) that the first Chinese character in the LEPIN logo "乐" is also the initial character of the LEGO name/brand in Chinese, namely "乐高"; (ii) that in Chinese the name ""乐拼"" (LEPIN) is both

visually and phonetically similar to "乐高" (LEGO); and (iii) that the characters "乐拼" mean "happy to build".

19 At paragraph 2 of its Counterstatement, the Registered Proprietor seeks to suggest that "LEGO" is a generic word which means "*A construction toy consisting of interlocking plastic building blocks*" and quotes the Oxford English Dictionary ("OED") definition for "LEGO". However, the quotation is incomplete. At Exhibit PTK 2 is a copy of the entry for "LEGO" in the OED. It can clearly be seen that the publishers acknowledge that it is a trade mark. Under Regulation 12 of the Regulation (EU) 2017/1001 on the European Union Trade Mark (codified) publishers of dictionaries, which have an entry for a word which is an EU trade mark, are required to indicate that it is a trade mark.

20 From the photographs of the LEPIN products at Exhibit PTK 1 and at Exhibits PDT 1-2 of the witness statement of Peter Taylor, it can be seen that the LEPIN logo has sometimes been used with the word "LEPIN" appearing above the two Chinese characters as follows:

21 In this form the LEPIN logo still incorporates those distinctive features of the LEGO Logo referred to at paragraphs 16-18 above. I believe that the manufacturer of the LEPIN products stopped using this earlier version of the LEPIN logo in the latter part of 2016.

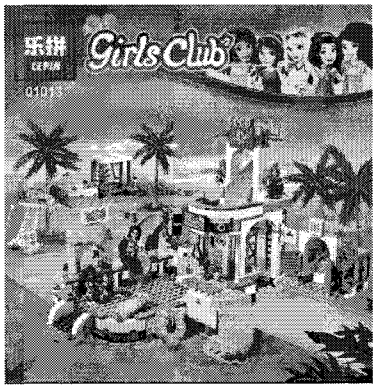
22 In view of the substantial worldwide reputation of the LEGO Logo and the similarities between it and the LEPIN logo, I believe that it is reasonable to infer that the designer of the LEPIN Logo copied the LEGO Logo.

The manner in which the Lepin Logo is used in practice

23 The Applicant also relies upon other characteristics of how the LEPIN logo is used in practice. As can be seen from the examples at Exhibits PTK 1 and at Exhibits PDT 1-2 of the witness statement of Peter Taylor the LEPIN logo appears on the product packaging in exactly the same location as the LEGO Logo, i.e. in the top left hand

corner of the front of the box. The LEPIN logo also appears on the sides of the boxes in exactly the same location as the LEGO logo as can be seen from the photographs at paragraph 24 below.

24 As far as the LEGO Group is aware, the manufacturers of LEPIN products only make construction toys, which are precisely the goods for which the LEGO Logo is so well-known. However, not only do they make construction toys but almost all of the LEPIN elements in their construction sets are very close copies of LEGO elements many of which are protected by design right, copyright and 3-Dimensional trade mark registrations (e.g. the LEGO Minifigure) in the UK and elsewhere in the EU. Not only that but they also copy the designs of many LEGO models (i.e. the model made up from individual elements) as well as the design of the LEGO packaging for the corresponding LEGO sets. They also copy the LEGO building instructions which accompany each LEGO set. The design of the models and the packaging and the building instructions are protected by copyright. Here are photographs of just three examples of LEPIN products shown next to photographs of the corresponding LEGO sets:



Sales of LEPIN products in the EU

25 The LEGO Group first became aware of the LEPIN products in or about mid-2016. The LEPIN products are manufactured in China by a company called Shantou Meizhi Model Co. Limited ("Meizhi Model") based in Chenghai, a district of Shantou, Guangdong, China. Their business seems to consist entirely of manufacturing and selling copies of a very wide range of LEGO sets. The LEGO Group believes that the Registrant is an associated company of Meizhi Model. It does not appear that Meizhi Model nor any associated company has any sales company in the UK nor elsewhere in the EU.

26 As far as the LEGO Group is aware, no retail outlet in the EU stocks any LEPIN products (with the exception of two retailers in Germany and the Netherlands who have now stopped selling the products as I shall explain below). I believe that the reason for this is that most retailers would be unwilling to stock products which so clearly infringe the intellectual property rights of the LEGO Group. Further, as far as the LEGO Group is aware, the LEPIN products have not been exhibited at any toy trade shows in the EU.

27 For the most part, the LEPIN products are being sold in the UK or elsewhere in the EU through the electronic websites such as eBay and Amazon. The sellers are mainly individuals or companies based in China who will ship the products directly to the buyer in the EU. In a smaller number of cases the sellers are individuals resident in the EU. These people will almost certainly have purchased the LEPIN products from sellers based in China via websites such as Aliexpress or Alibaba.

Likelihood of confusion and creating a link with the LEGO Logo

28 The similarity between the LEPIN logo and the LEGO Logo and the manner in which the LEPIN logo is being used in practice is causing consumers to confuse LEPIN products with LEGO products or to believe that LEPIN products or their manufacturer are connected or associated in some way with the LEGO Group. Such confusion is likely to include consumers mistakenly thinking that LEPIN products are made or licensed by the makers of LEGO products and/or are an Asian version of LEGO products.

29 At the very least, the vast majority of consumers when they see the LEPIN logo being used on construction toys will immediately bring to their minds the LEGO Logo and the LEGO Group.

30 I set out below the facts which support this.

Consumer reactions to LEPIN products

31 The LEGO Group's Consumer Service Department (which is based in the UK but covers the whole of the EU) has received a large number of contacts (either by email or telephone) from members of the public regarding the LEPIN products. At Exhibit PTK 3 is a schedule which sets out details of some of these contacts received from UK consumers since June 2016 and from consumers elsewhere in the EU since June 2017. Where the contact is by email, the text of the email is set out in the schedule (with an informal English translation where the original email is not in English). Where the consumer contact is by telephone, the Consumer Service Advisor who took the call will make a contemporaneous note of the conversation which is retained on the LEGO Group's system. This note is included in the schedule.

32 From these contacts, it is clear that consumers are being confused by LEPIN products in a number of ways. First, a number of consumers have contacted the Consumer Service Department in the mistaken belief that LEPIN products are products of the LEGO Group (see items 31, 57, 63, 75, 80, 86, 93, 97, 98, 109, 122, 128 & 130 of Exhibit PTK 3). I wish to highlight a couple of examples:

- A consumer in Germany asks for help looking for a special LEGO car for her son – LEPIN 23011 Technic Avtoros Sharman; (item 128 and see also items 63, 75 and 98)
- A consumer in the UK asks for a LEPIN product and told by the Consumer Service Department representative that it is not a LEGO product; (item 31)
- A French consumer asks for set no. 16016 (this is the LEPIN Pirates of the Caribbean copy); (item 80)

- A consumer in Germany called asking for LEPIN set 23012; (item 122)

33 In other instances, the consumer thought that what they were buying was a LEGO product but when they received it they discovered that it was a LEPIN product. The consumer has then reported the matter to our Consumer Service Department (see items 73, 105, 126, 131 & 166 of Exhibit PTK 3). I will highlight a couple of examples:

- A consumer in Germany ordered what he thought was the LEGO Black Pearl set but it was only when he received the confirmation email did he realise it was from LEPIN; (item 73)

- A consumer in Poland bought what he thought was a LEGO product but it turned out to be LEPIN. He wants LEGO's legal department "*to do something about such sellers, cheating and making profit of not suspecting consumers*"; (item 105)

- A consumer in the UK bought what he or she thought was LEGO set no. 75085 (Star Wars Hailfire Droid) on eBay but when he received it he discovered it was a LEPIN set; (? 131)

34 There are many examples of where consumers have contacted the Consumer Service Department asking whether there is a connection between LEPIN and the LEGO Group or whether LEPIN products are LEGO products. I refer to the following examples: Is this Lego made for another country (item 1), It could simply be that this is LEGO for another market I genuinely don't know (item 34), Is LEPIN China an official LEGO version or an imitator? (item 40), Is LEPIN a copy or a subcontractor of LEGO? (item 69); Isn't Lepin the Chinese name for LEGO? (item 81); Does LEPIN use the same machines as Lego? (item 84); Is LEPIN associated with LEGO? (item 91); Is LEPIN a LEGO product? (item 101) Why is your Chinese subsidiary called LEPIN and not LEGO? (item 136). A consumer in Italy wanted to know if the product he had was a LEGO product; it looks like LEGO but has the LEPIN brand on it (item 170). A consumer in Germany saw a Technic set Avtoros Shaman and wanted to know if it is a LEGO product or a fake (item 175).

35 Consumers have also contacted the Consumer Service Department to ask whether LEPIN has a licence from Disney (see items nos. 135 & 154). The LEGO Star Wars range is made by the LEGO Group under licence from The Walt Disney Company (which acquired Lucasfilm in 2012).

36 In my view, what is primarily causing consumers to confuse LEPIN products with LEGO or to wonder whether there is a connection between the two is the similarity between the LEPIN logo and the LEGO Logo. A UK consumer who contacted the

Consumer Service Department by email in December 2017 wrote: "*Today I saw advertised 'Lepin' And to my surprise after searching for them I found their site. On their pages they quite clearly* ***copy everything you do including your logo****. I urge you to search for yourself and shut them down?*" (item 110). Another UK consumer contacted the Consumer Service Department in May 2017 and described LEPIN "*as something similar to Lego* ***right down to the red boxed logo****".* (item 34). At Exhibit PTK 4 are copies of some articles which have been published on the Internet regarding the LEPIN products which contain the following comments (my emphasis added): "*While competition from legitimate companies like Mega Bloks is entirely legal and healthy, knock-off brands in Asia are* ***copying*** *entire sets, artwork, intellectual property, and* ***logos directly from LEGO***" (Brothers Brick – an independent website for adult builders and fans of LEGO) at page 1 of Exhibit PTK 4; "*Some producers, such as Lepin,* ***haven't even bothered to change the logo . . .***" (The Copenhagen Post) at page 4 of Exhibit PTK 4; and "*Lepin is perfectly happy to* ***steal the LEGO trademark***" (Lego Ways - an independent website by an adult fan of LEGO) at page 6 of Exhibit PTK 4. My emphasis has been added in each case.

37 Consumers generally rely on the brand or logo which appears on a product as an indication of where the product comes from. There are many other toy construction products on the market in the UK and elsewhere in the EU including ones which are compatible with LEGO products. With these other products we have not encountered anything like the level of confusion caused by the LEPIN products. This is because other manufacturers of toy construction products use logos which are different from the LEGO Logo (where some manufacturers have used a similar logo the LEGO Group has taken action to stop such use as explained at paragraphs 70-78 below). I wish to emphasise that the contacts we have received from consumers and to which I have referred above represent only the tip of the iceberg. There are likely to be very many more consumers who have been confused by LEPIN products but are not aware the fact (i.e. they remain confused). Clearly, such people would have no reason to contact us. Further, there will be many others who were confused or who are wondering whether there is a connection between LEPIN and the LEGO Group but have not gone to the trouble of contacting the LEGO Group's Consumer Service Department. Also, as I explain below at paragraphs 56-69 below and as Peter Taylor explains in his witness statement, the LEGO Group has been actively taking steps to prevent LEPIN products from coming onto the market or removing them from the market when they appear in the UK and elsewhere in the EU. This has meant that the level of sales of and the number of advertisements for LEPIN products have not been as high as might otherwise have been the case.

38 The schedule of contacts at Exhibit PTK 3 shows that more than 80 consumers contacted the Consumer Service Department simply to report sales of LEPIN

products or to enquire what action the LEGO Group has taken against the products. This of itself demonstrates that the LEPIN products bring LEGO to people's minds. Again, I believe this is due primarily to the similarity of their logo.

Damage to LEGO and benefit to LEPIN

39 There is no doubt that the sale of LEPIN products is causing the LEGO Group to lose sales. Where a person has purchased a LEPIN product in the mistaken belief that he or she is buying a LEGO product, it is very likely that that person would otherwise have purchased a LEGO product. Even where people wonder or are not sure whether the LEPIN products are made by or in some other way connected with the LEGO Group, there is a likelihood that they will purchase the products. The similarity between the LEPIN logo and the LEGO Logo gives the LEPIN product credibility in the eyes of the consumer. As mentioned above, some consumers may think LEPIN is simply an associated LEGO brand from China and/or that it is made from the same moulding machines otherwise why would it use such a similar logo. LEPIN products are generally sold at a lower price than the equivalent LEGO product. Some consumers are, therefore, likely to regard LEPIN as "a cheaper version of LEGO products".

40 LEGO is the leading toy brand in the EU. The LEPIN products are not well-established in the EU. Accordingly, by being linked in the minds of consumers to the LEGO Logo and thus to the LEGO brand, the LEPIN products will be boosted by the power of attraction, the reputation and the prestige of the LEGO Logo and such boost is likely to enhance sales of LEPIN products. One way in such sales are likely to be enhanced is as follows. The adoption in the LEPIN logo of the distinctive visual cues of the LEGO Logo enables LEPIN to convey a positive message about LEPIN products to the consumer, by reference to his/her own knowledge and experience of LEGO products. The receipt of such a positive message makes it more likely that the consumer will try the LEPIN product. As I said above, I believe that the similarities between the LEPIN logo and the LEGO Logo are such that it is reasonable to infer that it was copied. Therefore, the adoption of the LEPIN logo was intended to take advantage of the distinctive character and reputation of the LEGO Logo and that is unfair. There can be no legitimate reason for doing so.

41 As Marina Edwards explains in her witness statement, the LEGO Group has invested a very considerable amount in marketing and advertising products bearing the LEGO Logo in the EU. That is quite apart from the substantial investment in the research, development and design of new products. By adopting such a similar logo, LEPIN is able to take advantage of and effectively free ride on the LEGO Group's investment.

Damage to the distinctive character of the LEGO Logo

42 The LEGO Logo is one of the most distinctive and well-known brands in the World. It has been continuously used by the LEGO Group substantially in its current form for 45 years. It enjoys a hugely positive reputation. In this regard, I refer to the witness statement of Marina Edwards at paragraphs. The design of the logo itself, even without the word LEGO, is highly distinctive and instantly associated by consumers with the LEGO Group. The LEGO Group has been very active in objecting to third parties using similar designs of logo even where the word LEGO is not used. I refer to some examples at paragraphs 70-78 below. In his witness statement, Peter Taylor refers to similar examples in the UK (at paragraphs 21-30 of his statement).

43 As explained above, the LEPIN logo is very similar to the LEGO Logo and incorporates most of its distinctive graphic features. The use of the LEPIN logo will, therefore, tend to dilute or weaken the distinctiveness of the LEGO Logo. It will be harder for consumers to distinguish LEPIN products from goods of the LEGO Group. This is clear not only from the examples of actual consumer confusion referred to above but also from the examples where consumers have wondered whether LEPIN and the LEGO Group are connected. The LEGO Logo is one of the LEGO Group's most valuable assets. Clearly, any whittling or weakening of its distinctiveness would be extremely damaging.

44 In August 2016 a UK consumer contacted the Consumer Service Department and expressed concern that the LEPIN product could undermine the quality assurance associated with the LEGO brand. He or she wrote: *"I know that when I purchase official Lego this is quality assured, but from what I see Lepin could undermine this and flood the market with cheap copy's"* (sic) (item 6). In January 2018 another UK consumer telephoned to discuss the LEPIN products. He said that he is a LEGO collector and feels that the LEPIN products devalue his collection.

Consumers may become wary of buying LEGO products

45 There is also a risk that consumers may be more wary about buying LEGO products if they feel that they cannot be sure that what they will get is a genuine product or a copy. In December 2016 a UK consumer sent an email to the Consumer Service Department explaining that he ordered what he hopes is a LEGO set no. 42043 (a LEGO Technic Mercedes Benz Arocs truck). He wrote: *"I am concerned that what I will receive is a Lepin kit, possibly boxed in a bootleg Technics box. Can you please tell me how to identify a genuine Lego product so that I can check and confirm when it arrives."* (item 16). In April 2018, German consumer sent an email in which he refers to the sales of LEPIN products and concludes: "*Man muss tatsächlich vorsichtig sein wenn mal wieder ein aufgelaufenes LEGO Set für mehrere hundert Euro angeboten wird, das es TATSÄCHLICH um eine echtes Lego Set handelt!*" (You have to be really careful if you are offered another LEGO set for several hundred Euros

that it really is a genuine Lego set) – [my translation] (item 169). Other consumers may be put off purchasing LEGO products for the same reason.

Anger and frustration felt by consumers

46 It is apparent from the consumer contacts (at Exhibit PTK 3) that many consumers feel angry and frustrated by the presence of LEPIN products. This is partly because they regard what LEPIN is doing in copying LEGO products and stealing our intellectual property as morally wrong. Consumers who have contacted the Consumer Service Department have described LEPIN's actions, for example, as "*illegal knock off*" (item 56), "*intolerable*" (item 60), "*ripping off*" *(item 111)* and "*really outrageous*" (item 146) and consumers themselves feel "*horrified*" (item 35) "*furious*" and "*concerned*" (item 56), "*distressed*" (item 110), "*cheated*" (item 116) and "really *sad and shocked*" (item 146). Many consumers are also annoyed that other people are buying LEPIN products whilst they themselves remain loyal LEGO consumers.

47 Consumers also appear to be concerned or disappointed that the LEGO Group may not be doing enough to stop the sale of the LEPIN. This is not the case, as I shall explain below what action the LEGO Group has taken, but it is a perception which some consumers have. This is rather forcefully illustrated by the following email which the Consumer Service Department received from a UK consumer in July 2017:

"*I'm writing to you to ask what is being done about LEPIN. This knock off LEGO is making me furious. I'll tell you why. I believe in Lego, and what it represents, it's values and enjoyment . . . It pains me to see all this fake knock off lego that has infiltrated the market around the globe . . . The Lego I know and the Lego we all enjoy is being corrupted by lepin . . . What is the Lego group doing about this?! Fans are genuinely concerned, it's not like megablocks or other 'brick based systems' that offer you an alternative to Lego. Lepin actually steal your intellectual property, copyrights, everything. They rip off Lego, everything about Lego. What is being done?! Kind regards, A concerned lifelong friend of LEGO*" (item 56)

48 There are many other examples where consumers have expressed frustration at the perceived lack of concern on the LEGO Group's part due to the presence of such clearly infringing products. Here are some examples of other consumers' comments:

- A UK consumer asks whether the LEGO Group really does not care or believes it is okay for a website to sell LEPIN products; (item 45)
- A German consumer asks: *"Are Lepin models legal!? And if not, what is Lego doing about it? This bothers me"*; (item 140)

- A UK consumer asks: "*Can you tell me what action (if any) you are taking over these fake/imitation products being sold by "Lepin"*"; (item 147)

If people believe that the LEGO Group is not doing enough to prevent sales of the LEPIN products they will feel let down or betrayed by us. This will be very damaging to the LEGO Group's reputation.

Damage to the reputation of the LEGO Logo

Poor Quality of LEPIN products

49 LEGO products have a reputation for their excellent quality. The LEGO Group adopts the strictest safety and quality standards in the development and manufacturing of its products. All LEGO products undergo meticulous testing. Individual new elements and entire new models are submitted to chemical, physical, electrical, hygiene and flammability testing. Quality assurance testers perform numerous inspections and tests on LEGO elements. Machines perform drop, torque, tension, compression, bite and impact tests to make sure the products are sturdy and safe. Technicians use a measuring beaker to determine whether pieces could cause a choking hazard for small children. For every million LEGO elements, about eighteen, or 0.00002 per cent, fail to pass the tests. The LEGO Group is a member of TIE (Toy Industries of Europe) and TIA (Toy Industries of America), and chairs the European Committee for Standardisation in the area of toy safety. The LEGO Group is actively working via TIE and the European Committee for Standardisation (CEN) to develop toy standards to promote toy safety. The LEGO Group guarantees that all of its products comply with the European Toy Safety Directive 2009/48/EC.

50 In contrast, the quality of LEPIN products is very poor. At Exhibit PTK 5 is a copy of an article entitled "*Review: Lepin Super Star Destroyer*" published on Brickset.com on 30 July 2017. Brickset Limited is an independent company which provides information about LEGO products. The author of the article provides a detailed review and analysis of a sample LEPIN product, the LEPIN set no. 05028 which is actually a copy of the LEGO Star Wars Super Star Destroyer set no. 10221. Here are some examples of the comments he makes regarding the quality of the LEPIN products:

- "*Disappointingly, some of the Lepin parts were, quite frankly, rather grubby . . . caused by grease or muck in the injection moulds*" (at page 14)

- "*But even more disappointingly, these particular parts exhibited some other injection moulding flaws.*" (at page 15)

- ". . . *dangly sprue extending well beyond the top of the stud. . . This a problem I have never encountered with genuine LEGO parts*" (at pages 16-17)

- "*Lepin's 2x2 round bricks had a ridiculously weak clutch. They literally fall off when you turn the model upside down and shake it.*" (at page 19)

- "*I stumbled on this plate, which had an unsightly hole through one of the studs . . . Again, I have never seen a flaw like this on a genuine LEGO part, which is testament to LEGO's superior manufacturing process and quality control*" (at pages 20-21)

- " . . . *a black 2x10 plate was missing entirely! ...This was a mistake made in Lepin's packing warehouse, which is a poor show*" (at page 30)

51 The author identifies a number of other problems with the LEPIN product: parts of the wrong size (page 18), a 1x6 tile would not connect because it was warped (page 22), a 2x2 tile with a damaged corner due to flawed injection moulding processes and poor quality control (pages 24-27), other parts that did not fit properly without modification due to defective mould ejector pins (page 28), radiator grilles exhibiting multiple injection moulding flaws (page 30), in the building instructions the red elements are shown in orange (page 35) and a typographical error on a sticker (page 6). The author explains that he tried to get replacement parts but the after sales care was non-existent.

52 The author's conclusions are:

"*Lepin's overall quality control is evidently poor, with sealed bags containing dirty parts, malformed parts, parts with weak clutch, and one large part was missing entirely. These flaws are relatively unheard of with LEGO. Lepin's injection moulding processes clearly have plenty of room for improvement. A plastic brick construction set should not require a sharp knife to complete. It was also disappointing to find a typo on the large name plaque sticker, and aftersales support from the Chinese seller was non-existent when I ran into problems . . . Based on these experiences, I doubt I will be buying any more Lepin clone sets, whatever the subject matter is.*" (at page 39)

53 We have also seen similar comments from members of the public regarding the poor quality of LEPIN products posted on the Internet. At paragraphs 31-48 above I referred to instances where consumers have contacted the LEGO Group's Consumer Service Department regarding LEPIN products. These have included the following comments from consumers on the quality of LEPIN products:

- "*Everybody knows the difference of quality between LEGO and LEPIN*"; (item 36)
- A consumer in the Netherlands telephoned about a problem with the gearbox on a model of the Porsche [the LEGO Group makes such a model] but it turned out it was a LEPIN product; (item 109)
- A consumer in Germany bought a LEPIN model of a London bus [the LEGO Group makes such a model] and complained that "*the bricks have edges that are more sharp than they would normally be*." (item 115)

54 As Peter Taylor explains in his witness statement (at paragraphs 12-15 of his statement), the LEPIN products are sometimes packaged in plain black boxes. For many of the samples I have seen the cardboard boxes are of poor quality and often quite battered. In many cases, the LEPIN products are not even shipped in boxes but in clear plastic bags. In most LEGO sets, the elements are contained in bags within the box. Each bag is numbered and the number on the bag is referred to in the building instructions. This is done to make it easier for the consumer to find the correct element as they build the model. The LEPIN bags are not numbered. However, their building instructions refer to the same bag numbers as LEGO. This is because the LEPIN building instructions are facsimile copies of the building instructions for the corresponding LEGO set. At pages 1-6 of Exhibit PTK 6 are copies of the first few pages from the building instructions for the LEPIN model of Destiny's Bounty (set number 06057) and at pages 7-13 the first few pages from the building instructions for the corresponding LEGO model (set number 70618). As can be seen, they have copied the LEGO Group's building instructions even referring to the same bag numbers. Not only are their bags not numbered but the elements are bagged up differently. By this I mean that all of the elements which are contained in, say, bag no. 2 in the LEGO set, may be spread across a number of different unnumbered bags in the LEPIN set. This results in an extremely frustrating experience for a consumer trying to build the LEPIN product. The LEGO building instructions for set number 70618 consist of 302 pages all of which have been copied in the LEPIN set.

55 All of these adverse quality issues to which I have referred to above mean that any association made between the LEPIN logo and the LEGO Logo is very damaging to the latter's reputation.

Steps taken by the LEGO Group to prevent sales of LEPIN products and registration of the LEPIN logo

Take down requests – Internet Marketplaces

56 In the past five or more years, the LEGO Group has been extremely proactive in requesting eBay (through their VeRO programme) and Amazon (through their Report Infringement programme) and other sites such as Gumtree, Allegro, Ricardo. Marktplaats, Facebook and Twitter to remove listings for any products (including LEPIN products) which infringe its intellectual property rights. It engages a specialist brand protection company, Mark Monitor, to search for listings and to submit take down requests for any infringing products. In the period from 16 October 2016 up to 30 April 2018, more than 1,400 listings for LEPIN products were removed from UK based websites including eBay UK, Amazon UK and Gumtree UK and in the same period just under 4,500 listings from other websites throughout the rest of the EU. The result of this is that sales of the LEPIN products in the UK and elsewhere in the EU have been relatively small.

Action in China

57 As mentioned, the LEPIN products are manufactured in China. The LEGO Group decided that the most effective way of preventing sales of LEPIN products would to take action directly against the manufacturer in China. Accordingly, in September 2016, the Applicant issued proceedings against the manufacturer, Meizhi Model. In the proceedings the Applicant alleges that both versions of the LEPIN logo infringe the national Chinese trade mark registration for the LEGO Logo. The proceedings are on-going.

58 The LEGO Group has brought a separate action in China for copyright infringement relating to the copying of the designs of the LEGO packaging, models and building instructions. In a separate action against another third party, in July 2017 the Beijing Higher Court held that the LEGO Logo and the LEGO word mark are well-known marks in China.

Actions in the EU

59 In his witness statement, Peter Taylor explains what action the LEGO Group has taken in relation to the LEPIN products in the UK.

60 In February 2018, German Customs informed the LEGO Group that a toy store in Frankfurt called Meder OHG was selling a wide range of LEPIN products. In order to prevent the sale of the products, the Applicant applied to the Frankfurt Regional Court for a preliminary injunction. The LEGO Group relied, among other of its IP rights, on the LEGO Logo Registration. The Court granted an injunction under which Meder OHG must cease and desist from using the LEPIN logo (as shown below) in the course of trade in relation to toys:

61 The preliminary injunction also forbids Meder OHG from advertising, offering or putting into circulation LEPIN toys in packaging that imitates LEGO's packaging. At Exhibit PTK 7 a copy of the Frankfurt Regional Court Order. Although it is in German it contains photographs of two examples of the LEPIN products which were being sold by Meder OHG.

62 In late 2017 the LEGO Group became aware that a retailer, trading as Star Events and Welpie Toys, based in Heerlen in the Netherlands was selling a number of LEPIN products. Following a visit to the store by the court bailiff, the LEGO Group's Dutch lawyers sent a cease and desist letter to the retailer. The complaint included claims in relation to both versions of the LEPIN logo which appeared on the product packaging and brochures distributed by the retailer. The LEGO Group relied upon the LEGO Logo Registration. On 29 December the retailer signed a declaration confirming that he had ceased sales of the LEPIN products.

63 During 2017, the Dutch Customs authorities have seized and subsequently destroyed consignments of LEPIN products being imported into the Netherlands on 14 separate occasions. In each case, the LEGO Group relied upon the LEGO Logo Registration, amongst other of its rights, to support its request to have the goods destroyed.

64 The only other EU country in which the Registered Proprietor has registered, or applied to register, the LEPIN logo is France. It has registered the logo shown below in monochrome under French registration no. 4367432 for certain goods in class 28 including construction toys under an application filed on 9 June 2017. LEGO Juris A/S has applied to invalidate the registration relying on the LEGO Logo Registration. The invalidation proceedings are on-going.

Actions elsewhere

65 On 3 January 2018 the LEGO Group commenced proceedings for trade mark infringement, copyright infringement and passing off in the Singapore High Court against a Mr Yong (trading as CC Trading) who was importing and selling LEPIN products in Singapore. The action includes a claim that the LEPIN logo infringes the LEGO Group's Singaporean trade mark registration for the LEGO Logo in class 28. The proceedings are on-going.

66 An application to register the earlier version of the LEPIN logo in colour (as shown at paragraph 20 above) was filed in South Korea on 3 May 2016 in class 28. The Applicant filed an opposition to it at the Korean Intellectual Property Office relying upon its International Registration No. 869258 for the LEGO Logo.

67 The opposition was successful. In a decision on 25 August 2017, the Korean Intellectual Property Office held that as "*(1) the marks have the exactly identical red squares; and that (2) the fonts of the English letters are the same, and the letters of both marks are in white with border lines in yellow and black, the compared marks are very similar/identical in their overall composition, arrangement of colours, idea and motif, which can sufficiently make the Subject Mark be perceived as the Prior Registered (Used) mark*". It also held that as the LEGO Logo is famous in South Korea the LEPIN logo is more likely to lead consumers to recall the LEGO Logo or to believe that it has a close relationship with the products for which the LEGO logo has been used. An English translation of the decision is at Exhibit PTK 8.

68 An application to register the earlier version of the LEPIN logo in colour (as shown at paragraph 20 above) was filed in Chile on 22 July 2016 in class 28. The Applicant filed an opposition to it at the Chilean National Institute of Industrial Property Office ("**NIIPO**") relying upon a number of its Chilean national registrations for the LEGO Logo in class 28 and on the basis that it is a well known trade mark under article 6 bis of the Paris Convention.

69 The opposition was successful. In its decision dated 30 May 2017, NIIPO held that "*... in terms of its word dimension, the requested sign is composed of five letters in contrast to the four letters of the sign of the claimant, being the first two the same and in its graphic aspect, the similarities are more evident, since the type of letters is exactly the same as the colors present in the graphic representation: First the black letters then around them the yellow color and later a red color almost equal inside a figure of a square...*" NIIPO also held that use of the LEPIN logo could give rise to confusion among consumers. It said that the similarities were not a coincidence and that it was an imitation of LEGO Logo. An English translation of the decision is at Exhibit PTK 9.

Reputation of the LEGO Logo

70 The Applicant contends that the LEGO logo enjoys a substantial reputation in the UK and throughout the rest of the EU. The courts and intellectual property offices of a number of EU countries have held that the LEGO trade mark is famous. At Exhibit PTK 10 is a schedule prepared by the LEGO Group's Danish IP attorneys, Zacco, which sets out brief details of those cases. The LEGO trade mark has been held to be a well-known mark by the Danish Commercial Court, English High Court, Paris Court of Appeal, Hamburg District Court, Vilnius District Court (Lithuania), Hague Court of Appeal, Polish Patent Office, Civil Commercial Court in Lisbon, Supreme Court of Slovenia and by EUIPO and by the national the Patent and Trade Mark Offices in Denmark, Finland, Poland, Romania, Slovakia and Spain. I wish to refer, in particular, to two decisions.

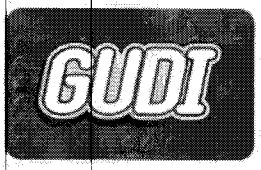
71 In July 2013 the Applicant filed an opposition to an application by a third party to register the "LEGOPAN" as an EU trade mark in respect of goods and services in classes 19, 37 and 40 relying on its prior registration for the LEGO word mark in class 28. In its decision dated 4 November 2014, the EUIPO Opposition Division upheld the opposition and rejected the application in its entirety. It held that "*...[the LEGO] trade mark has a reputation in particular in the United Kingdom and in Germany and in the European Union in general for goods in class 28... the Opposition Division also concludes that the strength of the reputation of the trade mark LEGO is outstanding.*"

72 In the early 1980's LEGO System A/S brought passing off proceedings against a third party company, Lego M Lemelstrich Limited, who were marketing and selling garden irrigation equipment (i.e. sprays and sprinklers) in the UK under the mark "LEGO". The High Court gave judgment in July 1982 (*Lego System A/S* v. *Lego M Lemelstrich Limited* [1983] FSR 155). The trial judge, Falconer J., held that the LEGO Group had "*... established a high reputation in the mark, which has become very widely known in this country in relation to [toy construction sets] as denoting the goods of the LEGO Group], and for the high quality of their products...* ". The Court held that the "LEGO" mark had become a "household word" indicating the LEGO Group's products and was so extensive as to cover garden irrigation equipment.

73 As Marina Edwards explains in her witness statement, the LEGO mark is always used in the form of the LEGO Logo. As appears from the judgment in the *Lemelstrich* case, sales of LEGO products in the UK in 1981 amounted to just under £14 million. In 2017, the corresponding figure was £260 million. It is very likely that the reputation of the LEGO mark (including the LEGO Logo) in the UK is, if anything, even more extensive today than it was in 1981.

74 Following that decision, the LEGO Group was able to secure a defensive UK trade mark registration (number 1,131,020) for the "LEGO" mark in class 11 in respect of irrigation apparatus. Defensive registrations under section 27 of the Trade Marks Act 1938 were only available to very well-known marks consisting of an invented word or words.

75 In his witness statement, Peter Taylor refers to some examples of where the LEGO Group has stopped third parties in the UK from using a logo similar to the LEGO Logo even where a different word from "LEGO" has been used. There have been a couple of similar incidents elsewhere in the EU. In November 2016, a Chinese company called Guangdong Xinlexin Education and Culture Co. Limited registered the following logo as an EU trade mark in class 28:

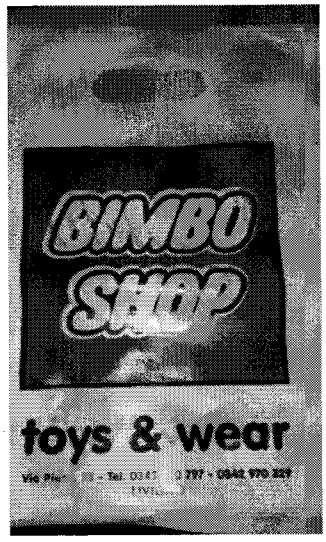


The Applicant has filed a cancellation action seeking to invalidate the registration relying on the LEGO Logo Registration.

76 The Customs authorities in various EU countries have in recent years seized toy construction products being imported from China which infringe a number of the LEGO Group's intellectual property rights including the LEGO Logo Registration. These have included the LEBQ and QS08 products, examples of which are shown below:

77 In October 2013, a Hungarian company selling toys on the Internet was using the following logo:

At the LEGO Group's request the company agreed to stop using the logo. In 2014, we became aware of a toy retailer in Livigno, Italy using a similar logo on their plastic bags:



Again, the retailer agreed to stop using the Bimbo Shop logo at the LEGO Group's request.

78 The LEGO Group has been very careful to protect the distinctive design of the LEGO logo.

Statement of truth

I believe the facts stated in this Witness Statement are true.

Dated the 20th day of June 2018

.....

PETER THORSLUND KJAER

TRADE MARKS ACT 1994

IN THE MATTER OF

UK Trade Mark Registration no. 00003236070 in the name of SHANTOU Chengai District Longjun Toys Factory Co. Limited

AND IN THE MATTER OF

Application for Cancellation no. CA000501966 BY LEGO Juris A/S

WITNESS STATEMENT OF PETER THORSLUND KJAER

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London EC2M 7SH

Tel: +44 20 7809 2210
Fax: +44 20 7003 8351
Ref: 3291\3087\01-52-03718

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T200100137 AF Afghanistan	LEGO Juris A/S	LEGO (V31 II device in colour)	6322	09,28	23-08-2001	Registered	05-04-2021
	T198001314 AF Afghanistan	LEGO Juris A/S	LEGO (V31 device)	3683	28	23-01-1982	Registered	22-04-2021
	T197800370OA African Intellectual Property Organisation	LEGO Juris A/S	LEGO (V31 device)	18589	28	04-08-1979	Registered	28-09-2018
	T80900428OA00 African Intellectual Property Organisation	LEGO Juris A/S	LEGO (V31 II device in colour)	61023	41	04-02-2009	Registered	04-02-2019
	T80900430OA00 African Intellectual Property Organisation	LEGO Juris A/S	LEGO (V31 II device in colour)	61022	09,16,25,28	04-02-2009	Registered	04-02-2019
	T200200339 AL Albania	LEGO Juris A/S	LEGO (V31 II device in colour)	9203	28	20-12-2002	Registered	05-03-2022
	T200501850IPAL Albania	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616AL00MAP Albania	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T200002283 DZ Algeria	LEGO Juris A/S	LEGO (V31 II device in colour)	59786	09,25,28	07-01-2001	Registered	07-01-2021
	T198001315 DZ Algeria	LEGO Juris A/S	LEGO (V31 device)	059616	28	06-12-2000	Registered	06-12-2020
	T198100996 DZ Algeria	LEGO Juris A/S	LEGO (V31a device) local version	061117	28	09-07-2001	Registered	09-07-2021
	T199703297 AD Andorra	LEGO Juris A/S	LEGO (V31 device)	21801	09,16,25,28	02-12-1997	Registered	02-12-2027
	T81703619AD00 Andorra	LEGO Juris A/S	LEGO (V31 II device in colour)	37673	09,16,25,28,41	18-09-2017	Registered	18-09-2027
	T200300348 AO Angola	LEGO Juris A/S	LEGO (V31 II device in colour)	10867	28	17-02-2003	Registered	17-02-2023
	T199203159 AO Angola	LEGO Juris A/S	LEGO (V31 device)	2168	28	22-09-1998	Registered	21-01-2023
	T197301728 AR Argentina	LEGO Juris A/S	LEGO (V31 device)	2103336	09	16-01-1996	Registered	07-08-2016

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T200600144 AR Argentina	LEGO Juris A/S	LEGO (V31 II device in colour)	2237192	20	04-07-2008	Registered	04-07-2018
	T197305024 AR Argentina	LEGO Juris A/S	LEGO (V31 device)	2103335	25	24-01-1996	Registered	07-08-2016
	T200600406 AR Argentina	LEGO Juris A/S	LEGO (V31 II device in colour)	2440246	18	20-05-2011	Registered	20-05-2021
	T200600145 AR Argentina	LEGO Juris A/S	LEGO (V31 II device in colour)	2921815	09	10-05-2007	Registered	10-05-2017
	T200600142 AR Argentina	LEGO Juris A/S	LEGO (V31 II device in colour)	2921813	28	10-05-2007	Registered	10-05-2017
	T200600185 AR Argentina	LEGO Juris A/S	LEGO (V31 II device in colour)	2248756	16	16-09-2008	Registered	16-09-2018
	T200600143 AR Argentina	LEGO Juris A/S	LEGO (V31 II device in colour)	2921814	25	10-05-2007	Registered	10-05-2017
	T197305025 AR Argentina	LEGO Juris A/S	LEGO (V31 device)	2103334	28	16-01-1996	Registered	07-08-2016

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T197305022 AR Argentina	LEGO Juris A/S	LEGO (V31 device)	2191092	16	05-03-1996	Registered	26-10-2017
	T80902719AR00 Argentina	LEGO Juris A/S	LEGO (V31 II device in colour)	2426480	41	28-02-2011	Registered	28-02-2021
	T199601446 AM Armenia	LEGO Juris A/S	LEGO (V31 II device)	1749	28	11-06-1997	Registered	14-05-2026
	T80601384AM00 Armenia	LEGO Juris A/S	LEGO (V31 II device in colour)	11867	28	29-06-2007	Registered	28-09-2026
	T81701883AM00 Armenia	LEGO Juris A/S	LEGO (V31 II device in colour)	26581	09,16,41	20-10-2017	Registered	18-05-2027
	T198800780 AA Aruba	LEGO Juris A/S	LEGO (V31 II device)	11523	28	11-07-1988	Registered	30-12-2025
	T197305008 AU Australia	LEGO Juris A/S	LEGO (V31 II device)	274704	16,20,28	13-12-1973	Registered	13-12-2028
	T198105004 AU Australia	LEGO Juris A/S	LEGO (V31 II device)	369669	25	22-12-1981	Registered	22-12-2022

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T199202138 AU Australia	LEGO Juris A/S	LEGO (V31 II device in colour)	587810	28	04-10-1994	Registered	07-10-2019
	T198105003 AU Australia	LEGO Juris A/S	LEGO (V31 II device)	369670	22	22-12-1981	Registered	22-12-2022
	T198105005 AU Australia	LEGO Juris A/S	LEGO (V31 II device)	369668	28	22-12-1981	Registered	22-12-2022
	T198105002 AU Australia	LEGO Juris A/S	LEGO (V31 II device)	369671	20	22-12-1981	Registered	22-12-2022
	T198101811 AU Australia	LEGO Juris A/S	LEGO (V31 II device)	369672	16	22-12-1981	Registered	22-12-2022
	T199101413 AU Australia	LEGO Juris A/S	LEGO (V31 II device)	559400	41	10-01-1994	Registered	11-07-2018
	T200501850IPAU Australia	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616AU00MAP Australia	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,43	17-06-2009	Registered	

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T81804972AU00 Australia	LEGO Juris A/S	LEGO (V31 II device)	1282489	03,09,12,14,16,18,20,21,25,27,28,35,38,41,43	14-09-2009	Registered	28-01-2019
	T197301725 AT Austria	LEGO Juris A/S	LEGO (V31 device)	77322	16,20,28,41	14-05-1974	Registered	31-05-2024
	T199402710 AZ Azerbaijan	LEGO Juris A/S	LEGO (V31 device)	990252	28	22-02-1999	Registered	01-02-2027
	T81701884AZ00 Azerbaijan	LEGO Juris A/S	LEGO (V31 II device in colour)	201733601	09,16,28,41	01-06-2017	Application allowed	
	T198001316 BS Bahamas	LEGO Juris A/S	LEGO (V31 II device)	10172	28	04-02-1981	Registered	04-02-2023
	T81701833BS00 Bahamas	LEGO Juris A/S	LEGO (V31 II device in colour)	41728	08	30-05-2017	Application allowed	
	T81701834BS00 Bahamas	LEGO Juris A/S	LEGO (V31 II device in colour)	41729	39	30-05-2017	Application allowed	

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T198101009 BH Bahrain	LEGO Juris A/S	LEGO (V31a device) local version	6952	28	23-02-1982	Registered	23-02-2022
	T197800352 BH Bahrain	LEGO Juris A/S	LEGO (V31 II device)	4330	28	26-07-1978	Registered	26-07-2023
	T81701885BH00 Bahrain	LEGO Juris A/S	LEGO (V31 II device in colour)	119821	09	29-06-2017	Registered	29-06-2027
	T81701886BH00 Bahrain	LEGO Juris A/S	LEGO (V31 II device in colour)	119822	16	29-06-2017	Registered	29-06-2027
	T81701887BH00 Bahrain	LEGO Juris A/S	LEGO (V31 II device in colour)	119823	41	29-06-2017	Registered	29-06-2027
	T198001317 BD Bangladesh	LEGO Juris A/S	LEGO (V31 II device in colour)	16420	28	01-01-1981	Registered	01-01-2018
	T81804299BD00 Bangladesh	LEGO Juris A/S	LEGO (V31 II device in colour)	228918	09	14-11-2018	Application filed	
	T81804300BD00 Bangladesh	LEGO Juris A/S	LEGO (V31 II device in colour)	228919	16	14-11-2018	Application filed	

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T81804301BD00 Bangladesh	LEGO Juris A/S	LEGO (V31 II device in colour)	228920	18	14-11-2018	Application filed	
	T81804302BD00 Bangladesh	LEGO Juris A/S	LEGO (V31 II device in colour)	228921	25	14-11-2018	Application filed	
	T81804305BD00 Bangladesh	LEGO Juris A/S	LEGO (V31 II device in colour)	228922	41	14-11-2018	Application filed	
	T198001318 BB Barbados	LEGO Juris A/S	LEGO (V31 device)	81/1499	28	19-03-1981	Registered	19-03-2018
	T81800594BB00 Barbados	LEGO Juris A/S	LEGO (V31 II device in colour)		28	24-04-2018	Application filed	
	T199301920 BY Belarus	LEGO Juris A/S	LEGO (V31 II device)	1825	28	25-11-1993	Registered	25-11-2023
	T81804867BY00 Belarus	LEGO Juris A/S	LEGO (V31 II device in colour)	20182866	09,16,18,25,28,41	13-12-2018	Application filed	
	T198700402 BX Benelux	LEGO Juris A/S	LEGO (V31 device)	154934	35,41,43	23-09-1987	Registered	23-09-2027

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T198001319 BM Bermuda	LEGO Juris A/S	LEGO (V31 II device)	9273	28	21-01-1981	Registered	21-01-2030
	T200101039 BO Bolivia	LEGO Juris A/S	LEGO (V31 II device in colour)	87417-C	28	17-07-2002	Registered	17-07-2022
	T198001320 BO Bolivia	LEGO Juris A/S	LEGO (V31 device)	39676-C	28	20-07-1981	Registered	20-07-2021
	T81701840BO00 Bolivia	LEGO Juris A/S	LEGO (V31 II device in colour)	176619-C	09	30-11-2017	Registered	30-11-2027
	T81701841BO00 Bolivia	LEGO Juris A/S	LEGO (V31 II device in colour)	176668-C	16	11-12-2017	Registered	11-12-2027
	T81701842BO00 Bolivia	LEGO Juris A/S	LEGO (V31 II device in colour)	175182-C	41	19-09-2017	Registered	19-09-2027
	T199701848 BA Bosnia & Herzegovina	LEGO Juris A/S	LEGO (V31 device)	BAZR972266	16,20,28	04-01-2002	Registered	20-10-2028
	T199800878 BA Bosnia & Herzegovina	LEGO Juris A/S	LEGO (V31 II device in colour)	BAZ983004	14,18,24,25	18-06-2003	Registered	30-06-2028

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T80827316BA00 Bosnia & Herzegovina	LEGO Juris A/S	LEGO (V31 II device in colour)	BAZ0812921	09,16,20,28,41	19-01-2012	Registered	25-06-2028
	T80902616BA00MAP Bosnia & Herzegovina	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,30,43	17-06-2009	Registered	
	T200501850IPBA Bosnia & Herzegovina	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T198001321 BW Botswana	LEGO Juris A/S	LEGO (V31 device)	S.A.6871	28	06-01-1982	Registered	11-12-2023
	T200501631 BW Botswana	LEGO Juris A/S	LEGO (V31 II device in colour)	BW/M/05/00619	28	14-10-2005	Registered	14-10-2025
	T197305042 BR Brazil	LEGO Juris A/S	LEGO (V31 device)	740015702	20	27-10-1981	Registered	27-10-2021
	T197305043 BR Brazil	LEGO Juris A/S	LEGO (V31 device)	740015656	28	27-10-1981	Registered	27-10-2021
	T200201054 BR Brazil	LEGO Juris A/S	LEGO (V31 II device in colour)	825261023	28	08-05-2007	Registered	08-05-2017

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T199202139 BR Brazil	LEGO Juris A/S	LEGO (V31 device in colour)	816959862	28	04-04-1995	Registered	04-04-2025
	T199601972 BR Brazil	LEGO Juris A/S	LEGO (V31 device in colour)	819477486	25	29-07-2003	Registered	29-07-2023
	T197301720 BR Brazil	LEGO Juris A/S	LEGO (V31 device)	6707327	16	25-06-1978	Registered	25-06-2018
	T198702602 BR Brazil	LEGO Juris A/S	LEGO (V31 device)	814174353	09	08-08-1989	Registered	08-08-2019
	T81105727BR00 Brazil	LEGO Juris A/S	LEGO (V31 II device in colour)	831274298	09	13-01-2015	Registered	13-01-2025
	T81105728BR00 Brazil	LEGO Juris A/S	LEGO (V31 II device in colour)	831274301	16	13-01-2015	Registered	13-01-2025
	T81105729BR00 Brazil	LEGO Juris A/S	LEGO (V31 II device in colour)	831274280	25	13-01-2015	Registered	13-01-2025
	T81105730BR00 Brazil	LEGO Juris A/S	LEGO (V31 II device in colour)	831274310	41	13-01-2015	Registered	13-01-2025

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T81604599BN00 Brunei Darussalam	LEGO Juris A/S	LEGO (V31 II device in colour)	48241	09,16,25,28,41	28-09-2016	Registered	28-09-2026
	T198001323 BI Burundi	LEGO Juris A/S	LEGO (V31 device)	1771/BUR	28	31-03-1981	Registered	28-07-2019
	T199201629 KH Cambodia	LEGO Juris A/S	LEGO (V31 II device in colour)	898	28	14-07-1992	Registered	14-07-2022
	T197301724 CA Canada	LEGO Juris A/S	LEGO (V31 device)	210501	99	07-11-1975	Registered	07-11-2020
	T199202140 CA Canada	LEGO Juris A/S	LEGO (V31 device in colour)	418365	99	15-10-1993	Registered	15-10-2023
	T198200859 CA Canada	LEGO Juris A/S	LEGO (V31 device)	278026	99	25-03-1983	Registered	25-03-2028
	T80901342CA00 Canada	LEGO Juris A/S	LEGO (V31 II device in colour)	TMA851493		23-05-2013	Registered	23-05-2028
	T197301730 CL Chile	LEGO Juris A/S	LEGO (V31 II device)	704089	16,20,28	23-09-2004	Registered	23-09-2024

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T81605093CL00 Chile	LEGO Juris A/S	LEGO (V31 II device in colour)	1244565	09,16,25,28,41	18-04-2017	Registered	18-04-2027
	T200400660 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	4112294	41	21-08-2007	Registered	20-08-2027
	T199200739 CN China	LEGO Juris A/S	LEGO (V31 device)	671899	25	28-12-1993	Registered	27-12-2023
	T200400659 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	4112295	16	14-04-2007	Registered	13-04-2027
	T200501505 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	4912052	18	14-05-2009	Registered	13-05-2029
	T200302225 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	3850440	25	28-12-2006	Registered	27-12-2026
	T199200737 CN China	LEGO Juris A/S	LEGO (V31 device)	673707	16	14-01-1994	Registered	13-01-2024
	T200001431 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	1636803	14	21-09-2001	Registered	20-09-2021

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T200302224 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	3850441	20	21-04-2006	Registered	20-04-2026
	T200302223 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	3850442	16	21-04-2007	Registered	20-04-2027
	T200302222 CN China	LEGO Juris A/S	LEGO (V31 II device in colour)	3850443	09	21-03-2006	Registered	20-03-2026
	T198300638 CN China	LEGO Juris A/S	LEGO (V31a device) local version	206919	28	15-04-1984	Registered	14-04-2024
	T197800374 CN China	LEGO Juris A/S	LEGO (V31 device)	135134	28	25-01-1980	Registered	24-01-2020
	T199200738 CN China	LEGO Juris A/S	LEGO (V31 device)	672790	20	07-01-1994	Registered	06-01-2024
	T199200736 CN China	LEGO Juris A/S	LEGO (V31 device)	673646	09	14-01-1994	Registered	13-01-2024
	T200501850IPCN China	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T80902616CN00MAP China	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30	17-06-2009	Registered	
	T200401538 CO Colombia	LEGO Juris A/S	LEGO (V31 II device in colour)	309783	28	26-12-2005	Registered	26-12-2025
	T197800355 CO Colombia	LEGO Juris A/S	LEGO (V31 device)	104888	28	03-07-1984	Registered	03-07-2024
	T81701850CO00 Colombia	LEGO Juris A/S	LEGO (V31 II device in colour)	578119	09,16,41	16-11-2017	Registered	16-11-2027
	T200201051 CR Costa Rica	LEGO Juris A/S	LEGO (V31 II device in colour)	140441	28	29-08-2003	Registered	29-08-2023
	T198001325 CR Costa Rica	LEGO Juris A/S	LEGO (V31 device)	60478	28	31-05-1982	Registered	31-05-2022
	T81701852CR00 Costa Rica	LEGO Juris A/S	LEGO (V31 II device in colour)	266161	09,16,41	20-10-2017	Registered	20-10-2027
	T199402095 HR Croatia	LEGO Juris A/S	LEGO (V31 device)	Z940027	16,20,28	19-10-1995	To be lapsed (alive)	

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T80902616HR00MAP Croatia	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,30,43	17-06-2009	To be lapsed (alive)	
	T200501850IPCU Cuba	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T198001326 CU Cuba	LEGO Juris A/S	LEGO (V31 device)	113700	28	20-12-1983	Registered	28-04-2018
	T80902616CU00MAP Cuba	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,30,43	17-06-2009	Registered	
	T200102352 CW Curacao	LEGO Juris A/S	LEGO (V31 II device in colour)	05554	28	22-05-2002	Registered	17-12-2021
	T197800365 CW Curacao	LEGO Juris A/S	LEGO (V31 device)	05555	28	22-05-2002	Registered	03-11-2018
	T81803349CW00 Curacao	LEGO Juris A/S	LEGO (V31 device in colour)	13781	28	20-10-2008	Registered	20-10-2018
	T81803350CW00 Curacao	LEGO Juris A/S	LEGO (V31 II device)	13653	28	25-08-2008	Registered	25-08-2018

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	T198001351 TF Cyprus, Northern (Turkish)	LEGO Juris A/S	LEGO (V31 II device)	1588	28	05-03-1981	Registered	05-03-2030
	T198001355 ZR Democratic Republic of Congo	LEGO System A/S	LEGO (V31 device)	1626/C	28	17-01-1987	Registered	17-01-2007
	T80701097CD00 Democratic Republic of Congo	LEGO System A/S	LEGO (V31 II device in colour)	12761/07	28	06-01-2009	Registered	11-09-2017
	T197300108 DK Denmark	LEGO Juris A/S	LEGO (V31 device in colour)	VR197302847	16,17,19,28,35,37,41	21-09-1973	Registered	21-09-2023
	T197301763 DK Denmark	LEGO Juris A/S	LEGO (V31 II device in colour)	VR197603301	20	08-10-1976	Registered	08-10-2026
	T197900503 DK Denmark	LEGO Juris A/S	LEGO (V31 device)	VR198204199	01,02,03,04,05,07,08,09,10,11,12,13,14,15,18,21,23,24,26,27,29,30,31,32,33,36,38,39,40,42	03-12-1982	Registered	03-12-2022
	T198000532 DK Denmark	LEGO Juris A/S	LEGO (V31 device)	VR198003267	22,25	29-08-1980	Registered	29-08-2020

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	T198101274 DK Denmark	LEGO Juris A/S	LEGO (V31a device) local version	VR198201859	28	21-05-1982	Registered	21-05-2022
	T80900852DK00 Denmark	LEGO Juris A/S	LEGO (V31 II device in colour)	VR200901960	09,16,25,28,41	03-07-2009	Registered	03-07-2019
	T200400399 DO Dominican Republic	LEGO Juris A/S	LEGO (V31 II device in colour)	142995	28	15-08-2004	Registered	15-08-2024
	T198001327 DO Dominican Republic	LEGO Juris A/S	LEGO (V31 device)	36826	28	15-04-1984	Registered	15-04-2024
	T200302452 EC Ecuador	LEGO Juris A/S	LEGO (V31 II device in colour)	3206-06	28	16-08-2006	Registered	16-08-2026
	T197800359 EC Ecuador	LEGO Juris A/S	LEGO (V31 device)	1346	28	25-05-2004	Registered	22-03-2024
	T81314503EC00 Ecuador	LEGO Juris A/S	LEGO (V31 II device in colour)	4144-14	35	02-06-2014	Registered	02-06-2024
	T81604448EC00 Ecuador	LEGO Juris A/S	LEGO (V31 II device in colour)	I-3907-2018	09	24-02-2017	Registered	24-02-2027

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	T81604449EC00 Ecuador	LEGO Juris A/S	LEGO (V31 II device in colour)	I-5042-2017	16	24-02-2017	Registered	24-02-2027
	T81604451EC00 Ecuador	LEGO Juris A/S	LEGO (V31 II device in colour)	I-4039-2018	25	24-02-2017	Registered	24-02-2027
	T81604453EC00 Ecuador	LEGO Juris A/S	LEGO (V31 II device in colour)	I-4108-2018	41	24-02-2017	Registered	24-02-2027
	T197800406 EG Egypt	LEGO Juris A/S	LEGO (V31 device)	54854	28	21-09-1987	Registered	22-08-2018
	T198201069 EG Egypt	LEGO Juris A/S	LEGO (V31a device) local version	59968	28	02-07-1987	Registered	28-12-2021
	T198100999 EG Egypt	LEGO Juris A/S	LEGO (V31a device) local version	59967	07	02-03-1988	Registered	28-12-2021
	T80827028EG00 Egypt	LEGO Juris A/S	LEGO (V31 II device in colour)	218699	28	28-09-2010	Registered	22-06-2018
	T200100735 SV El Salvador	LEGO Juris A/S	LEGO (V31 II device in colour)	38BOOK168	28	06-03-2003	Registered	06-03-2023

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	T198001328 SV El Salvador	LEGO Juris A/S	LEGO (V31 device)	72BOOK112	28	07-04-1986	Registered	07-04-2026
	T81701853SV00 El Salvador	LEGO Juris A/S	LEGO (V31 II device in colour)	228Book318	09,16,41	21-11-2017	Registered	21-11-2027
	T199800884 EE Estonia	LEGO Juris A/S	LEGO (V31 II device in colour)	30547	14,18,24,25	28-03-2000	Registered	28-03-2020
	T81300713ET00 Ethiopia	LEGO Juris A/S	LEGO (V31 II device)	FTM/3336/2014	28	03-06-2014	Application filed	
	T81604123ET00 Ethiopia	LEGO Juris A/S	LEGO (V31 II device in colour)	FTM/7912/2016	09,16,25,28,41	10-10-2016	Under examination	
	T197800361 FJ Fiji	LEGO Juris A/S	LEGO (V31 II device)	12252	98	28-02-1980	Registered	20-12-2020
	T197301711 FI Finland	LEGO Juris A/S	LEGO (V31 II device)	71412	16,20,28	07-01-1980	Registered	07-01-2020
	T200302220 FR France	LEGO Juris A/S	LEGO (V31 II device in colour)	033258987	16,20,28	25-11-2003	Registered	25-11-2023

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	T199201398 GM Gambia	LEGO System A/S	LEGO (V31 device in colour)	93/10/92	49	15-10-1992	Application filed	
	T81701888GM00 Gambia	LEGO Juris A/S	LEGO (V31 II device in colour)	GM/M/2017/00089	09,16,41	01-05-2018	Registered	18-05-2027
	T81702085GM00 Gambia	LEGO Juris A/S	LEGO (V31 II device in colour)	GM/M/2017/00093	28	24-05-2017	Application allowed	
	T81804758GM00 Gambia	LEGO Juris A/S	LEGO (V31 device)	94/10/92	49	15-10-1992	Application filed	
	T200301900 GZ Gaza	LEGO Juris A/S	LEGO (V31 II device in colour)	9366	28	07-04-2004	Registered	07-04-2025
	T199203321 GE Georgia	LEGO Juris A/S	LEGO (V31 II device)	5365	28	28-05-1997	Registered	28-05-2027
	T81701892GE00 Georgia	LEGO Juris A/S	LEGO (V31 II device in colour)	M29736	09,16,41	04-06-2018	Registered	04-06-2028
	T197301710 DE Germany	LEGO Juris A/S	LEGO (V31 device)	942776	16,20,28	30-03-1976	Registered	31-12-2023

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	T199201803 DD Germany (Eastern)	LEGO Juris A/S	LEGO (V31 device in colour)	DD653737	09,16,25,28,41	21-03-1994	Registered	21-08-2020
	T198001329 GH Ghana	LEGO Juris A/S	LEGO (V31 II device)	22391	28	24-07-1981	Registered	24-07-2016
	T81701893GH00 Ghana	LEGO Juris A/S	LEGO (V31 II device in colour)	747/2017	09	25-05-2017	Application filed	
	T81701894GH00 Ghana	LEGO Juris A/S	LEGO (V31 II device in colour)	748/2017	16	25-05-2017	Application filed	
	T81701895GH00 Ghana	LEGO Juris A/S	LEGO (V31 II device in colour)	749/2017	41	25-05-2017	Application filed	
	T198800474 GI Gibraltar	LEGO Juris A/S	LEGO (V31 device)	6117	28	23-10-1990	Registered	11-12-2024
	T198200685 GR Greece	LEGO Juris A/S	LEGO (V31+V31a device) +local version	71820	09,16	17-11-1984	Registered	07-05-2022
	T198001331 GT Guatemala	LEGO Juris A/S	LEGO (V31 device)	47012	28	24-04-1984	Registered	23-04-2024

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	T200302539 GT Guatemala	LEGO Juris A/S	LEGO (V31 II device in colour)	141850	28	20-04-2006	Registered	20-04-2026
	T81701860GT00 Guatemala	LEGO Juris A/S	LEGO (V31 II device in colour)	231969	09	22-02-2018	Registered	21-02-2028
	T81701862GT00 Guatemala	LEGO Juris A/S	LEGO (V31 II device in colour)	231963	16	22-02-2018	Registered	21-02-2028
	T81701864GT00 Guatemala	LEGO Juris A/S	LEGO (V31 II device in colour)	231964	41	22-02-2018	Registered	21-02-2028
	T199201399 GY Guyana	LEGO Juris A/S	LEGO (V31 device in colour)	13842A	28	18-06-1992	Registered	18-06-2027
	T199201400 HT Haiti	LEGO Juris A/S	LEGO (V31 II device in colour)	239/182	28	04-01-1993	Registered	04-01-2023
	T199201406 HN Honduras	LEGO Juris A/S	LEGO (V31 device in colour)	57323	28	22-03-1993	Registered	22-03-2023
	T200301126 HN Honduras	LEGO Juris A/S	LEGO (V31 II device in colour)	89150	28	31-10-2003	Registered	31-10-2023

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	T81701865HN00 Honduras	LEGO Juris A/S	LEGO (V31 II device in colour)	144690	09	13-11-2017	Registered	13-11-2027
	T81701866HN00 Honduras	LEGO Juris A/S	LEGO (V31 II device in colour)	144691	16	13-11-2017	Registered	13-11-2027
	T81701868HN00 Honduras	LEGO Juris A/S	LEGO (V31 II device in colour)	24601	41	06-12-2017	Registered	06-12-2027
	T198200950 HK Hong Kong	LEGO Juris A/S	LEGO (V31 device)	705/83	16,28	10-07-1982	Registered	09-07-2023
	T197305011 HK Hong Kong	LEGO Juris A/S	LEGO (V31 device)	19740650AA	20,28	07-06-1974	Registered	11-12-2018
	T200301745 HK Hong Kong	LEGO Juris A/S	LEGO (V31 II device in colour)	300283662	09,16,19,20,25,28,41	10-09-2004	Registered	09-09-2024
	T197301714 HK Hong Kong	LEGO Juris A/S	LEGO (V31 device)	19741162	19	03-10-1974	Registered	19-03-2019
	T198300622 HK Hong Kong	LEGO Juris A/S	LEGO (V31a device) local version	2134/1984	28	06-07-1983	Registered	05-07-2024

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	T199202144 HK Hong Kong	LEGO Juris A/S	LEGO (V31 device in colour)	1785/95	28	13-03-1995	Registered	28-10-2023
	T199601976 HK Hong Kong	LEGO Juris A/S	LEGO (V31 device in colour)	8625/1999	25	28-06-1996	Registered	27-06-2023
	T197301713 IS Iceland	LEGO Juris A/S	LEGO (V31 II device)	80/1974 - V0008635	16,20,28	10-04-1974	Registered	10-04-2024
	T199602046 IS Iceland	LEGO Juris A/S	LEGO (V31 II device in colour)	1308-1996	25	25-11-1996	Registered	25-11-2026
	T80902616IS00MAP Iceland	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T200501850IPIS Iceland	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T199202145 IN India	LEGO Schweiz AG	LEGO (V31 II device in colour)	582806	28	30-06-2003	Registered	12-10-2019
	T197301719 IN India	LEGO Schweiz AG	LEGO (V31 device)	293296	16	08-08-1975	Registered	03-01-2019

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	T200400984 IN India	LEGO Schweiz AG	LEGO (V31 II device in colour)	1308962	09,16,20,25,28,41	15-09-2004	Registered	15-09-2014
	T197305019 IN India	LEGO Schweiz AG	LEGO (V31 device)	293298	28	31-01-1977	Registered	03-01-2019
	T197305018 IN India	LEGO Schweiz AG	LEGO (V31 device)	293297	20	31-01-1977	Registered	03-01-2019
	T200100592 ID Indonesia	LEGO Juris A/S	LEGO (V31 II device in colour)	IDM000297111	28	28-03-2002	Registered	16-04-2021
	T199202146 ID Indonesia	LEGO Juris A/S	LEGO (V31 device in colour)	IDM000354566	28	05-01-1995	Registered	09-11-2022
	T80601382ID00 Indonesia	LEGO Juris A/S	LEGO (V31 II device in colour)	IDM000352087	25	02-04-2012	Registered	18-09-2016
	T81405855ID00 Indonesia	LEGO Juris A/S	LEGO (V31 II device in colour)	J002014047770	41	20-10-2014	Application allowed	
	T81804253ID00 Indonesia	LEGO Juris A/S	LEGO (V31 II device in colour)	D002018059419	09	15-11-2018	Application filed	

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	T81804256ID00 Indonesia	LEGO Juris A/S	LEGO (V31 II device in colour)	D002018059417	16	15-11-2018	Application filed	
	T81804257ID00 Indonesia	LEGO Juris A/S	LEGO (V31 II device in colour)	D002018059444	18	15-11-2018	Application filed	
	T197600632 IR Iran	LEGO Juris A/S	LEGO (V31 II device)	45055	28	11-08-1976	Registered	11-05-2026
	T81605376IR00 Iran	LEGO Juris A/S	LEGO (V31 II device in colour)	282007	09,16,25,28,41	24-09-2017	Registered	01-02-2027
	T198001332 IQ Iraq	LEGO Juris A/S	LEGO (V31+V31a device in colour) +local version	26987	98	06-02-1986	Registered	06-02-2013
	T198101011 IQ Iraq	LEGO Juris A/S	LEGO (V31a device) local version	26965	98	19-10-1985	Registered	19-01-2013
	T198601629 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64537	37	17-05-1990	Registered	25-09-2021
	T198601626 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64534	26	01-08-1991	Registered	25-09-2021

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	T198300544 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64522	03	01-08-1991	Registered	25-09-2021
	T198601620 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64528	16	17-05-1990	Registered	25-09-2021
	T197800368 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	46168	28	11-12-1980	Registered	03-07-2023
	T198601621 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64529	18	28-11-1991	Registered	25-09-2021
	T198200690 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	54164	09	08-01-1986	Registered	27-04-2027
	T198205005 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	54165	16	08-01-1986	Registered	27-04-2027
	T198601616 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64524	09	05-05-1991	Registered	25-09-2021
	T198601625 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64533	24	12-09-1991	Registered	25-09-2021

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	T198601619 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64527	15	01-08-1991	Registered	25-09-2021
	T198601618 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64526	14	12-09-1991	Registered	25-09-2021
	T198601627 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64535	27	27-10-1991	Registered	25-09-2021
	T198601624 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64532	21	12-09-1991	Registered	25-09-2021
	T198601623 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64531	20	07-03-1991	Registered	25-09-2021
	T198601622 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64530	19	25-11-1992	Registered	25-09-2021
	T198601615 IL Israel	LEGO Juris A/S	LEGO (V31 II device)	64523	06	16-10-1990	Registered	25-09-2021
	T81701898IL00 Israel	LEGO Juris A/S	LEGO (V31 II device in colour)	294473	09,16,41	04-11-2018	Registered	17-05-2027

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	T199101471 IT Italy	LEGO Juris A/S	LEGO (V31 II device)	976972	41	22-02-1995	Registered	13-09-2021
	T198902804 IT Italy	LEGO Juris A/S	LEGO (V31 device)	1256206	24,25	01-09-2003	Registered	06-02-2020
	T199201401 JM Jamaica	LEGO Juris A/S	LEGO (V31 device in series)	29682	28	30-06-1992	Registered	30-06-2023
	T81701869JM00 Jamaica	LEGO Juris A/S	LEGO (V31 II device in colour)	72551	09,16,28,41	19-05-2017	Registered	19-05-2027
	T199702291 JP Japan	LEGO Juris A/S	LEGO (V31 device in colour)	4314436	30	10-09-1999	Registered	10-09-2019
	T199100796 JP Japan	LEGO Juris A/S	LEGO (V31 device in colour)	2621425	09,15,28	28-02-1994	Registered	28-02-2024
	T198501828 JP Japan	LEGO Juris A/S	LEGO (V31 device)	2056464	01,17	24-06-1988	Registered	24-06-2028
	T200501850IPJP Japan	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	

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	T200400664 JP Japan	LEGO Juris A/S	LEGO (V31 II device in colour)	4930295	16,41	17-02-2006	Registered	17-02-2026
	T198100653 JP Japan	LEGO Juris A/S	LEGO (V31 device)	1711399	16,20,24	26-09-1984	Registered	26-09-2024
	T197301738 JP Japan	LEGO Juris A/S	LEGO (V31 device)	1412751	09,15,20,28	28-03-1980	Registered	28-03-2020
	T199201499 JP Japan	LEGO Juris A/S	LEGO (V31 device in colour)	3273258	41	12-03-1997	Registered	12-03-2027
	T199602054 JP Japan	LEGO Juris A/S	LEGO (V31 device in colour)	4087539	25	28-11-1997	Registered	28-11-2027
	T197305013 JP Japan	LEGO Juris A/S	LEGO (V31 device)	1369022	09,16,20	30-01-1979	Registered	30-01-2029
	T199500870 JP Japan	LEGO Juris A/S	LEGO (V31 device in colour)	4238005	09	05-02-1999	Registered	05-02-2029
	T80902616JP00MAP Japan	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,43	17-06-2009	Registered	

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	T197800372 JO Jordan	LEGO Juris A/S	LEGO (V31 device)	16195	28	23-08-1978	Registered	23-08-2023
	T198101013 JO Jordan	LEGO Juris A/S	LEGO (V31a device) local version	18767	28	06-12-1981	Registered	06-12-2022
	T81701902JO00 Jordan	LEGO Juris A/S	LEGO (V31 II device in colour)	153769	09	22-05-2017	Registered	22-05-2027
	T81701903JO00 Jordan	LEGO Juris A/S	LEGO (V31 II device in colour)	153770	16	22-05-2017	Registered	22-05-2027
	T81701904JO00 Jordan	LEGO Juris A/S	LEGO (V31 II device in colour)	153772	41	22-05-2017	Registered	22-05-2027
	T81702088JO00 Jordan	LEGO Juris A/S	LEGO (V31 II device in colour)	153771	28	22-05-2017	Registered	22-05-2027
	T199301991 KZ Kazakhstan	LEGO Juris A/S	LEGO (V31 device)	2678	28	22-08-1995	Registered	28-10-2023
	T81701906KZ00 Kazakhstan	LEGO Juris A/S	LEGO (V31 II device in colour)	59427	09,16,41	23-04-2018	Registered	31-05-2027

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	T81804865KZ00 Kazakhstan	LEGO Juris A/S	LEGO (V31 II device in colour)	88295	18,25,28	11-12-2018	Application filed	
	T197800373 KE Kenya	LEGO Juris A/S	LEGO (V31 device)	25164	28	16-08-1978	Registered	16-08-2023
	T81701907KE00 Kenya	LEGO Juris A/S	LEGO (V31 II device in colour)	97490	09,16,28,41	06-06-2017	Registered	06-06-2027
	T80826945KS00 Kosovo	LEGO Juris A/S	LEGO (V31 device)	1912	16,20,28	19-09-2008	Registered	20-10-2018
	T81704220KUR00 Kurdistan	LEGO Juris A/S	LEGO (V31 II device in colour)		09,16,28,41	09-01-2019	Application filed	
	T197800375 KW Kuwait	LEGO Juris A/S	LEGO (V31 II device)	9558	28	26-09-1978	Registered	25-09-2018
	T198101010 KW Kuwait	LEGO Juris A/S	LEGO (V31a device in colour) local version	12930	28	28-11-1981	Registered	27-11-2021
	T80902616KG00MAP Kyrgyzstan	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,30,43	17-06-2009	Registered	

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	T200501850IPKG Kyrgyzstan	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T199401528 KG Kyrgyzstan	LEGO Juris A/S	LEGO (V31 II device)	1343	28	12-10-1994	Registered	01-02-2027
	T199201633 LA Laos	LEGO Juris A/S	LEGO (V31 II device in colour)	998	28	27-05-1993	Registered	12-08-2022
	T197800376 LB Lebanon	LEGO Juris A/S	LEGO (V31 II device)	61467	28	18-09-1978	Registered	18-09-2023
	T198101001 LB Lebanon	LEGO Juris A/S	LEGO (V31a device) local version	70208	28	14-10-1981	Registered	14-10-2026
	T81701908LB00 Lebanon	LEGO Juris A/S	LEGO (V31 II device in colour)	180766	09,16,41	25-07-2017	Registered	25-07-2032
	T198001333 LS Lesotho	LEGO Juris A/S	LEGO (V31 II device)	LS/M/93/00871	28	02-02-1982	Registered	11-12-2023
	T80801420LR00 Liberia	LEGO Juris A/S	LEGO (V31 II device in colour)	LR/M/2008/00140	28	02-06-2008	Registered	02-06-2023

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	T81701909LR00 Liberia	LEGO Juris A/S	LEGO (V31 II device in colour)	LR/M/2017/00126	09,16,41	22-06-2017	Registered	22-06-2027
	T80801404LY00 Libya	LEGO Juris A/S	LEGO (V31 II device in colour)	16229	28	11-11-2008	Application filed	11-11-2018
	T197800378 LI Liechtenstein	LEGO Juris A/S	LEGO (V31 device)	5736	28	22-12-1978	Registered	22-12-2028
	T200501850IPLI Liechtenstein	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616LI00MAP Liechtenstein	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,30,43	17-06-2009	Registered	
	T200301376 MB Macau	LEGO Juris A/S	LEGO (V31 II device in colour)	N/011806	28	05-11-2003	Registered	05-11-2024
	T198702792 MB Macau	LEGO Juris A/S	LEGO (V31 device)	3576-M	28	23-04-1993	Registered	23-04-2017
	T80829353MO00 Macau	LEGO Juris A/S	LEGO (V31 II device in colour)	N/039079	25	24-02-2009	Registered	24-02-2016

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	T199402084 MK Macedonia (F.Y.R.O.M)	LEGO Juris A/S	LEGO (V31 device)	01534	16,20,28	26-12-1995	Registered	20-10-2018
	T200501850IPMK Macedonia (F.Y.R.O.M)	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616MK00MAP Macedonia (F.Y.R.O.M)	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T200500383 MG Madagascar	LEGO Juris A/S	LEGO (V31 II device in colour)	7168	09,16,20,25,28,41	23-05-2006	Registered	25-04-2025
	T199402615 MG Madagascar	LEGO Juris A/S	LEGO (V31 device)	745	09,16,20,25,28,41	14-08-1995	Registered	04-12-2024
	T200501850IP Madrid Protocol	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	11-11-2025
	T80902616MAP00 Madrid Protocol	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	17-06-2019
	T199201402 MW Malawi	LEGO Juris A/S	LEGO (V31 device in colour)	233/92	28	08-09-1993	Registered	31-07-2027

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	T198001335 ME Malaya	LEGO Juris A/S	LEGO (V31 II device)	M/090925	28	17-08-1990	Registered	08-06-2022
	T200500787 MY Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	5005658	25	14-04-2005	Registered	14-04-2025
	T200500788 MY Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	5005659	28	14-04-2005	Registered	14-04-2025
	T200500786 MY Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	5005656	20	14-04-2005	Registered	14-04-2025
	T200500789 MY Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	5005660	41	14-04-2005	Registered	14-04-2025
	T200500382 MY Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	5005657	16	14-04-2005	Registered	14-04-2025
	T200100005 MY Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	2001/01928	09	15-02-2001	Registered	15-02-2021
	T80831000MY00 Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	8025103	21	23-12-2008	Registered	23-12-2028

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	T80831001MY00 Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	8025104	24	23-12-2008	Registered	23-12-2028
	T80831002MY00 Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	8025105	35	23-12-2008	Registered	23-12-2028
	T80831003MY00 Malaysia	LEGO Juris A/S	LEGO (V31 II device in colour)	8025106	43	23-12-2008	Registered	23-12-2028
	T199800898 MT Malta	LEGO Juris A/S	LEGO (V31 II device in colour)	28763	25	03-06-1999	Registered	03-07-2022
	T198001337 MU Mauritius	LEGO Juris A/S	LEGO (V31 device)	A23NO.121	28	09-02-1981	Registered	09-02-2026
	T80829352MU00 Mauritius	LEGO Juris A/S	LEGO (V31 II device in colour)	7933/2009	25	03-10-2008	Registered	03-10-2028
	T81602522MU00 Mauritius	LEGO Juris A/S	LEGO (V31 II device in colour)	21181/2016	09,16,28,41	24-05-2016	Registered	24-05-2026
	T199202149 MX Mexico	LEGO Juris A/S	LEGO (V31 device in colour)	443052	28	29-09-1993	Registered	14-10-2012

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	T199101414 MX Mexico	LEGO Juris A/S	LEGO (V31 device)	434267	41	17-05-1993	Registered	24-07-2021
	T200201388 MX Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	803560	28	12-08-2003	Registered	28-05-2023
	T80600137MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	959106	25	27-10-2006	Registered	23-05-2026
	T81504798MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	1643864	09	07-06-2016	Registered	14-01-2026
	T81504799MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	1642635	14	03-06-2016	Registered	14-01-2026
	T81504800MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	1642636	16	03-06-2016	Registered	14-01-2026
	T81504801MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	1642637	18	03-06-2016	Registered	14-01-2026
	T81504802MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	1716027	20	02-02-2017	Registered	14-01-2026

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	T81504803MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	1642634	21	03-06-2016	Registered	14-01-2026
	T81504804MX00 Mexico	LEGO Juris A/S	LEGO (V31 II device in colour)	1727157	41	27-02-2017	Registered	14-01-2026
	T199302440 MD Moldova	LEGO Juris A/S	LEGO (V31 II device)	495	28	22-08-1994	Registered	07-02-2024
	T81701910MD00 Moldova	LEGO Juris A/S	LEGO (V31 II device in colour)	40624	09,16,41	16-05-2017	Under examination	
	T200301746 MC Monaco	LEGO Juris A/S	LEGO (V31 II device in colour)	323762	28	31-10-2003	Registered	08-08-2023
	T197800380 MC Monaco	LEGO Juris A/S	LEGO (V31 device)	2R.93.14810	28	29-08-2003	Registered	11-07-2023
	T198200686 MC Monaco	LEGO Juris A/S	LEGO (V31 device)	97.18010	09,16	23-05-1997	Registered	28-04-2027
	T200501850IPMC Monaco	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	

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	T80827114ME00 Montenegro	LEGO Juris A/S	LEGO (V31 device)	01701PP	16,20,28	11-07-2008	Registered	20-10-2018
	T80902616ME00MAP Montenegro	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T200501850IPME Montenegro	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T200501850IPMA Morocco	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T197800379 MA Morocco	LEGO Juris A/S	LEGO (V31 device)	65856	28	13-04-1998	Registered	13-04-2018
	T198100995 MA Morocco	LEGO Juris A/S	LEGO (V31a device) local version	78599	28	07-09-2001	Registered	07-09-2021
	T80902616MA00MAP Morocco	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T198001322 MM Myanmar	LEGO Juris A/S	LEGO (V31 II+V31a device) +local version	992/1981	99	26-10-1981	Registered	06-05-2013

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	T197800396 NA Namibia	LEGO Juris A/S	LEGO (V31 II device)	78/467	28	03-07-1978	Registered	03-07-2018
	T200501850IPNA Namibia	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616NA00MAP Namibia	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T198800105 NZ New Zealand	LEGO Juris A/S	LEGO (V31 device)	180085	35	23-04-1991	Registered	02-05-2019
	T197305004 NZ New Zealand	LEGO Juris A/S	LEGO (V31 device)	106870	28	07-01-1974	Registered	07-01-2019
	T197305003 NZ New Zealand	LEGO Juris A/S	LEGO (V31 device)	106869	20	07-01-1974	Registered	07-01-2019
	T197301715 NZ New Zealand	LEGO Juris A/S	LEGO (V31 device)	106868	16	07-01-1974	Registered	07-01-2019
	T198800106 NZ New Zealand	LEGO Juris A/S	LEGO (V31 device)	180086	41	23-04-1991	Registered	02-05-2019

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	T198800107 NZ New Zealand	LEGO Juris A/S	LEGO (V31 device)	180087	42	23-04-1991	Registered	02-05-2019
	T80900279NZ00 New Zealand	LEGO Juris A/S	LEGO (V31 II device in colour)	801499	09,16,25,28,41	22-07-2009	Registered	20-01-2019
	T200201050 NI Nicaragua	LEGO Juris A/S	LEGO (V31 II device in colour)	58729	28	27-08-2003	Registered	26-08-2023
	T198001338 NI Nicaragua	LEGO Juris A/S	LEGO (V31 device)	13618C.C.	28	25-01-1982	Registered	24-01-2022
	T81701876NI00 Nicaragua	LEGO Juris A/S	LEGO (V31 II device in colour)	2018121871LM	09,16,41	12-01-2018	Registered	11-01-2028
	T197800381 NG Nigeria	LEGO Juris A/S	LEGO (V31 device)	33981	28	23-07-1993	Registered	12-10-2013
	T81701911NG00 Nigeria	LEGO Juris A/S	LEGO (V31 II device in colour)	F/TM/O/2017/115630	09	22-05-2017	Application allowed	22-05-2024
	T81701912NG00 Nigeria	LEGO Juris A/S	LEGO (V31 II device in colour)	F/TM/O/2017/115631	16	22-05-2017	Application allowed	22-05-2024

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	T81701913NG00 Nigeria	LEGO Juris A/S	LEGO (V31 II device in colour)	F/TM/O/2017/115633	41	22-05-2017	Application allowed	22-05-2024
	T81702089NG00 Nigeria	LEGO Juris A/S	LEGO (V31 II device in colour)	F/TM/O/2017/115632	28	22-05-2017	Application allowed	22-05-2024
	T199602048 NO Norway	LEGO Juris A/S	LEGO (V31 II device in colour)	181748	03,24,25	01-05-1997	Registered	01-05-2027
	T199901808 NO Norway	LEGO Juris A/S	LEGO (V31 II device in colour)	199631	12,18	30-09-1999	Registered	30-09-2019
	T199202150 NO Norway	LEGO Juris A/S	LEGO (V31 II device in colour)	160104	28	11-11-1993	Registered	11-11-2023
	T197301733 NO Norway	LEGO Juris A/S	LEGO (V31 II device)	94028	16,20,28	05-06-1975	Registered	05-06-2025
	T199701713 NO Norway	LEGO Juris A/S	LEGO (V31 II device)	187099	14	04-12-1997	Registered	04-12-2027
	T81701877NO00 Norway	LEGO Juris A/S	LEGO (V31 II device in colour)	295478	09,41	15-12-2017	Registered	22-05-2027

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	T198902150 OM Oman	LEGO Juris A/S	LEGO (V31a device) local version	3162	28	26-03-1995	Registered	29-10-2029
	T198902149 OM Oman	LEGO Juris A/S	LEGO (V31 II device)	3161	28	26-03-1995	Registered	29-10-2029
	T81701917OM00 Oman	LEGO Juris A/S	LEGO (V31 II device in colour)	110345	09	09-10-2017	Registered	21-05-2027
	T81701918OM00 Oman	LEGO Juris A/S	LEGO (V31 II device in colour)	110346	16	21-05-2017	Application allowed	
	T81701919OM00 Oman	LEGO Juris A/S	LEGO (V31 II device in colour)	110347	41	21-05-2017	Application allowed	
	T81702090OM00 Oman	LEGO Juris A/S	LEGO (V31 II device in colour)	110841	28	08-11-2017	Registered	11-06-2027
	T198001339 PK Pakistan	LEGO Juris A/S	LEGO (V31 II device in colour)	73230	28	06-01-1981	Registered	06-01-2018
	T81701914PK00 Pakistan	LEGO Juris A/S	LEGO (V31 II device in colour)	458650	09	18-05-2017	Application allowed	

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	T81701915PK00 Pakistan	LEGO Juris A/S	LEGO (V31 II device in colour)	458649	16	18-05-2017	Application allowed	
	T81701916PK00 Pakistan	LEGO Juris A/S	LEGO (V31 II device in colour)	458651	41	18-05-2017	Registered	18-05-2027
	T81804315PK00 Pakistan	LEGO Juris A/S	LEGO (V31 II device in colour)	513767	25	13-11-2018	Under examination	
	T197800386 PA Panama	LEGO Juris A/S	LEGO (V31 device)	052027	28	20-08-1979	Registered	20-08-2019
	T199001414 PA Panama	LEGO Juris A/S	LEGO (V31 device)	052028	41	20-08-1979	Registered	20-08-2019
	T199001413 PA Panama	LEGO Juris A/S	LEGO (V31 device)	1266	16	20-08-1979	Registered	20-08-2019
	T81003475PA00 Panama	LEGO Juris A/S	LEGO (V31 II device in colour)	195827	09	07-12-2010	Registered	07-12-2020
	T81003476PA00 Panama	LEGO Juris A/S	LEGO (V31 II device in colour)	195829	16	07-12-2010	Registered	07-12-2020

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	T81003477PA00 Panama	LEGO Juris A/S	LEGO (V31 II device in colour)	195830	25	07-12-2010	Registered	07-12-2020
	T81003478PA00 Panama	LEGO Juris A/S	LEGO (V31 II device in colour)	195832	28	07-12-2010	Registered	07-12-2020
	T81003479PA00 Panama	LEGO Juris A/S	LEGO (V31 II device in colour)	195834	41	07-12-2010	Registered	07-12-2020
	T198001340 PG Papua New Guinea	LEGO Juris A/S	LEGO (V31 II device)	A52562	28	22-01-1981	Registered	22-01-2021
	T198001341 PY Paraguay	LEGO Juris A/S	LEGO (V31 II device)	370058	28	08-08-2002	Registered	22-04-2022
	T81701878PY00 Paraguay	LEGO Juris A/S	LEGO (V31 II device in colour)	468236	09	06-07-2018	Registered	06-07-2028
	T81701879PY00 Paraguay	LEGO Juris A/S	LEGO (V31 II device in colour)	468522	16	03-07-2018	Registered	03-07-2028
	T81701880PY00 Paraguay	LEGO Juris A/S	LEGO (V31 II device in colour)	467817	41	02-07-2018	Registered	02-07-2028

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	T200302542 PE Peru	LEGO Juris A/S	LEGO (V31 II device in colour)	101150	28	05-11-2004	Registered	05-11-2024
	T200302541 PE Peru	LEGO Juris A/S	LEGO (V31 II device in colour)	101149	20	05-11-2004	Registered	05-11-2024
	T200302540 PE Peru	LEGO Juris A/S	LEGO (V31 II device in colour)	101185	16	10-11-2004	Registered	10-11-2024
	T197305040 PE Peru	LEGO Juris A/S	LEGO (V31 device)	24882	28	15-05-1974	Registered	15-05-2024
	T198400733 PE Peru	LEGO Juris A/S	LEGO (V31 device)	55387	20	24-10-1984	Registered	24-10-2024
	T197301717 PE Peru	LEGO Juris A/S	LEGO (V31 device)	24880	16	15-05-1974	Registered	15-05-2024
	T81602186PE00 Peru	LEGO Juris A/S	LEGO (V31 II device in colour)	17952	09,25,41	02-03-2017	Registered	02-03-2027
	T198001342 PH Philippines	LEGO Juris A/S	LEGO (V31 II device)	33872	28	05-12-1984	Registered	05-12-2024

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	T81002302PH00 Philippines	LEGO Juris A/S	LEGO (V31 II device in colour)	4-2013-005050	09,16,25	17-10-2013	Registered	17-10-2023
	T81605737PH00 Philippines	LEGO Juris A/S	LEGO (V31 II device in colour)	4-2016-506554	29,30,41,43	13-04-2017	Registered	13-04-2027
	T198301518 PT Portugal	LEGO Juris A/S	LEGO (V31 device)	222464	28	09-02-1990	Registered	09-02-2020
	T200300349 PU Puerto Rico	LEGO Juris A/S	LEGO (V31 II device in colour)	59931	28	17-04-2003	Registered	17-04-2013
	T199201408 PU Puerto Rico	LEGO Juris A/S	LEGO (V31 device in colour)	31523	28	24-11-1992	Registered	24-11-2022
	T199800904 QA Qatar	LEGO Juris A/S	LEGO (V31 II device)	19129	18	02-01-2005	Registered	06-08-2028
	T198101008 QA Qatar	LEGO Juris A/S	LEGO (V31a device) local version	2200	28	11-03-1987	Registered	29-09-2021
	T198400480 QA Qatar	LEGO Juris A/S	LEGO (V31 II+V1a device) +local version	746	28	22-05-1985	Registered	07-03-2021

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	T199800903 QA Qatar	LEGO Juris A/S	LEGO (V31 II device)	19128	14	02-01-2005	Registered	06-08-2028
	T199800905 QA Qatar	LEGO Juris A/S	LEGO (V31 II device)	19130	25	02-01-2005	Registered	06-08-2028
	T81701920QA00 Qatar	LEGO Juris A/S	LEGO (V31 II device in colour)	114636	09	13-08-2018	Registered	17-05-2027
	T81701921QA00 Qatar	LEGO Juris A/S	LEGO (V31 II device in colour)	114637	16	13-08-2018	Registered	17-05-2027
	T81701922QA00 Qatar	LEGO Juris A/S	LEGO (V31 II device in colour)	114638	41	13-08-2018	Registered	17-05-2027
	T198501723 KR Republic of Korea	LEGO Juris A/S	LEGO (V31a device) local version	141702	28	10-06-1987	Registered	10-06-2017
	T198200688 KR Republic of Korea	LEGO Juris A/S	LEGO (V31 device)	86711	09,16	10-12-1982	Registered	10-12-2022
	T199900509 KR Republic of Korea	LEGO Juris A/S	LEGO (V31 II device in colour)	0459189	14,18	22-11-1999	Registered	22-11-2019

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	T199801551 KR Republic of Korea	LEGO Juris A/S	LEGO (V31 II device)	0459190	14,18	22-11-1999	Registered	22-11-2019
	T200501850IPKR Republic of Korea	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T200400657 KR Republic of Korea	LEGO Juris A/S	LEGO (V31 II device in colour)	14376	16,41	22-11-2005	Registered	22-11-2025
	T197801561 KR Republic of Korea	LEGO Juris A/S	LEGO (V31 device)	66676	28	21-01-1980	Registered	21-01-2020
	T199600043 KR Republic of Korea	LEGO Juris A/S	LEGO (V31 device in colour)	376371	28	27-09-1997	Registered	27-09-2017
	T199600039 KR Republic of Korea	LEGO Juris A/S	LEGO (V31 device in colour)	40-0391988	16,24,25,26	21-01-1998	Registered	21-01-2018
	T80902616KR00MAP Republic of Korea	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	14,18,20,21,24 ,27,30,43	17-06-2009	Registered	
	T81702112KR00 Republic of Korea	LEGO Juris A/S	LEGO (V31 II device in colour)	40-1378278	28	16-07-2018	Registered	16-07-2028

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	T197700081 RO Romania	LEGO Juris A/S	LEGO (V31 II device)	4R010133	28	03-02-1977	Registered	03-02-2027
	T197700082 RU Russian Federation	LEGO Juris A/S	LEGO (V31 II device)	59114	28	25-08-1977	Registered	01-02-2027
	T199602082 RU Russian Federation	LEGO Juris A/S	LEGO (V31a device in colour) local version	161589	28	19-02-1998	Registered	11-11-2026
	T199800872 RU Russian Federation	LEGO Juris A/S	LEGO (V31 II device in colour)	180989	14,18,24,25	25-10-1999	Registered	25-06-2028
	T200501850IPRU Russian Federation	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T198001343 RW Rwanda	LEGO Juris A/S	LEGO (V31 device)	1664/CRK	28	04-03-1981	Registered	04-03-2021
	T198001344 SF Sabah	LEGO Juris A/S	LEGO (V31 II device)	S/028038	28	13-09-1990	Registered	04-06-2022
	T81109814SX00 Saint Martin	LEGO Juris A/S	LEGO (V31 II device in colour)	4691	28	22-05-2002	Registered	17-12-2011

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Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T81802291SX00 Saint Martin	LEGO Juris A/S	LEGO (V31 II device)	12152	28	16-09-2008	Registered	25-08-2018
	T81803347SX00 Saint Martin	LEGO Juris A/S	LEGO (V31 device)	12280	28	20-10-2008	Registered	20-10-2028
	T81701923ST00 Sao Tome & Principe	LEGO Juris A/S	LEGO (V31 II device in colour)	1303	09,16,28,41	29-12-2017	Registered	25-05-2027
	T198001345 SW Sarawak	LEGO Juris A/S	LEGO (V31 II device)	SAR/23257	28	08-06-1981	Registered	08-06-2022
	T200101788 SA Saudi Arabia	LEGO Juris A/S	LEGO (V31 II device in colour)	779/50	25	16-04-2005	Registered	12-03-2021
	T200101787 SA Saudi Arabia	LEGO Juris A/S	LEGO (V31 II device in colour)	634/75	18	31-07-2002	Registered	12-03-2021
	T197800393 SA Saudi Arabia	LEGO Juris A/S	LEGO (V31 II device)	139800561	28	31-03-1980	Registered	02-11-2026
	T198101002 SA Saudi Arabia	LEGO Juris A/S	LEGO (V31a device) local version	111/53	28	28-01-1985	Registered	13-12-2020

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	T81701924SA00 Saudi Arabia	LEGO Juris A/S	LEGO (V31 II device in colour)	1438020151	09	17-08-2017	Registered	09-02-2027
	T81701925SA00 Saudi Arabia	LEGO Juris A/S	LEGO (V31 II device in colour)	1438020153	16	17-08-2017	Registered	09-02-2027
	T81701926SA00 Saudi Arabia	LEGO Juris A/S	LEGO (V31 II device in colour)	1438020155	41	17-08-2017	Registered	09-02-2027
	T200501850IPRS Serbia	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T197301727 YU Serbia	LEGO Juris A/S	LEGO (V31 device)	23239	16,20,28	20-10-1978	Registered	20-10-2018
	T80902616RS00MAP Serbia	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,30,43	17-06-2009	Registered	
	T198001346 SC Seychelles	LEGO Juris A/S	LEGO (V31 II device)	2134	28	03-08-1982	Registered	03-08-2024
	T199201407 SL Sierra Leone	LEGO Juris A/S	LEGO (V31 device in series)	13613	98	11-08-1995	Registered	01-07-2006

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	T81701938SL00 Sierra Leone	LEGO Juris A/S	LEGO (V31 II device in colour)	21814	08	03-07-2017	Application filed	
	T81701939SL00 Sierra Leone	LEGO Juris A/S	LEGO (V31 II device in colour)	21809	39	03-07-2017	Application filed	
	T81701940SL00 Sierra Leone	LEGO Juris A/S	LEGO (V31 II device in colour)	21813	50	03-07-2017	Application filed	
	T81702091SL00 Sierra Leone	LEGO Juris A/S	LEGO (V31 II device in colour)	21811	49	03-07-2017	Application filed	
	T81702335SL00 Sierra Leone	LEGO Juris A/S	LEGO (V31 II device in colour)	21810	01	03-07-2017	Application filed	
	T81702336SL00 Sierra Leone	LEGO Juris A/S	LEGO (V31 II device in colour)	21812	38	03-07-2017	Application filed	
	T199202153 SG Singapore	LEGO Juris A/S	LEGO (V31 device in colour)	T92/08394H	28	02-11-1992	Registered	02-11-2022
	T200401550 SG Singapore	LEGO Juris A/S	LEGO (V31 II device in colour)	T05/00316I	20	10-01-2005	Registered	10-01-2025

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	T200400649 SG Singapore	LEGO Juris A/S	LEGO (V31 II device in colour)	T04/09253B	16	08-06-2004	Registered	08-06-2024
	T200400650 SG Singapore	LEGO Juris A/S	LEGO (V31 II device in colour)	T04/09254J	41	08-06-2004	Registered	08-06-2024
	T197305015 SG Singapore	LEGO Juris A/S	LEGO (V31 device)	T73/59649H	28	15-12-1973	Registered	15-12-2024
	T197305014 SG Singapore	LEGO Juris A/S	LEGO (V31 device)	T73/59648Z	20	15-12-1973	Registered	15-12-2024
	T197301712 SG Singapore	LEGO Juris A/S	LEGO (V31 device)	T73/59647A	16	15-12-1973	Registered	15-12-2024
	T198300660 SG Singapore	LEGO Juris A/S	LEGO (V31a device) local version	T83/03208B	28	23-06-1983	Registered	23-06-2024
	T199601973 SG Singapore	LEGO Juris A/S	LEGO (V31 device in colour)	T96/07315G	25	17-07-1996	Registered	17-07-2016
	T80600247SG00 Singapore	LEGO Juris A/S	LEGO (V31 II device in colour)	T06/10693Z	25	02-06-2006	Registered	02-06-2016

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	T80902616SG00MAP Singapore	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T200501850IPSG Singapore	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T197305006 ZA South Africa	LEGO Juris A/S	LEGO (V31 II device)	73/6341	28	11-12-1973	Registered	11-12-2023
	T197305005 ZA South Africa	LEGO Juris A/S	LEGO (V31 II device)	73/6340	20	11-12-1973	Registered	11-12-2023
	T197301716 ZA South Africa	LEGO Juris A/S	LEGO (V31 II device)	73/6339	16	11-12-1973	Registered	11-12-2023
	T81406086SS00 South Sudan	LEGO Juris A/S	LEGO (V31 II device in colour)		28	24-12-2014	Application filed	
	T198601704 ES Spain	LEGO Juris A/S	LEGO (V31 device)	1180565	11	05-04-1989	Registered	13-02-2027
	T198001324 LK Sri Lanka	LEGO Juris A/S	LEGO (V31 II device)	42665	28	27-01-1981	Registered	27-01-2021

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	T200100285 SD Sudan	LEGO Juris A/S	LEGO (V31 II device in colour)	29750	28	25-03-2001	Registered	25-03-2021
	T198001348 SD Sudan	LEGO Juris A/S	LEGO (V31 device)	18963	28	03-05-2000	Registered	19-03-2021
	T198101000 SD Sudan	LEGO Juris A/S	LEGO (V31a device) local version	19278	28	05-11-1981	Registered	05-11-2021
	T200501850IPSD Sudan	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T199201403 SR Suriname	LEGO Juris A/S	LEGO (V31 II device in colour)	13227	28	22-06-1992	Registered	22-06-2012
	T200501850IPSZ Swaziland	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T199401857 CH Switzerland	LEGO Juris A/S	LEGO (V31 device in colour)	426855	06,09,10,14,16,18,20,21,24,25,26,28,30,41,42	29-08-1996	Registered	25-08-2024

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	T199202152 CH Switzerland	LEGO Juris A/S	LEGO (V31 device in colour)	401140	28	02-10-1992	Registered	02-10-2022
	T197301734 CH Switzerland	LEGO Juris A/S	LEGO (V31 device)	269046	16,19,20,28	29-03-1974	Registered	10-12-2023
	T200501850IPCH Switzerland	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616CH00MAP Switzerland	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21 ,24,27,30,43	17-06-2009	Registered	
	T198101012 SY Syria	LEGO Juris A/S	LEGO (V31a device) local version	21758	28	14-07-2001	Registered	13-09-2021
	T197800398 SY Syria	LEGO Juris A/S	LEGO (V31 II device)	24451	28	09-08-2003	Registered	28-06-2023
	T199602397 TW Taiwan	LEGO Juris A/S	LEGO (V31 device in colour)	768885	25	16-07-1997	Registered	30-11-2025
	T200300515 TW Taiwan	LEGO Juris A/S	LEGO (V31 II device in colour)	1089585	28	16-03-2004	Registered	15-03-2024

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	T197700580 TW Taiwan	LEGO Juris A/S	LEGO (V31 device)	96658	28	01-03-1978	Registered	28-02-2018
	T198200689 TW Taiwan	LEGO Juris A/S	LEGO (V31 device)	198324	98	01-12-1982	Registered	30-11-2022
	T199101389 TW Taiwan	LEGO Juris A/S	LEGO (V31 device in colour)	550500	98	01-02-1992	Registered	28-02-2018
	T198300670 TW Taiwan	LEGO Juris A/S	LEGO (V31a device) local version	254308	98	16-08-1984	Registered	28-02-2028
	T81405857TW00 Taiwan	LEGO Juris A/S	LEGO (V31 II device in colour)	1773294	09,16,25,28,41,42	01-06-2016	Registered	31-05-2026
	T200500344 TJ Tajikistan	LEGO Juris A/S	LEGO (V31 II device in colour)	TJ6641	28	05-12-2006	Registered	25-03-2025
	T199402713 TJ Tajikistan	LEGO Juris A/S	LEGO (V31 device)	TJ1349	28	26-12-1994	Registered	26-12-2024
	T81701941TJ00 Tajikistan	LEGO Juris A/S	LEGO (V31 II device in colour)	12952	09,16,41	19-05-2017	Registered	19-05-2027

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	T198001350 TY Tanganyika	LEGO Juris A/S	LEGO (V31 II device)	18520	28	07-02-1981	Registered	07-02-2022
	T81804328TAN00 Tanganyika	LEGO Juris A/S	LEGO (V31 II device in colour)	TZ/T/2018/2351	09	16-11-2018	Application allowed	
	T81804329TAN00 Tanganyika	LEGO Juris A/S	LEGO (V31 II device in colour)	TZ/T/2018/2352	16	16-11-2018	Application filed	
	T81804330TAN00 Tanganyika	LEGO Juris A/S	LEGO (V31 II device in colour)	TZ/T/2018/2354	18	16-11-2018	Application allowed	
	T81804331TAN00 Tanganyika	LEGO Juris A/S	LEGO (V31 II device in colour)	TZ/T/2018/2353	25	16-11-2018	Application allowed	
	T81804333TAN00 Tanganyika	LEGO Juris A/S	LEGO (V31 II device in colour)	TZ/S/2018/1013	41	16-11-2018	Application allowed	
	T199201404 TA Tangier	LEGO Juris A/S	LEGO (V31 device in colour)	8458	28	05-06-1992	Registered	05-06-2022
	T198305028 TH Thailand	LEGO Juris A/S	LEGO (V31 device)	KOR4870	25	28-01-1985	Registered	14-07-2023

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	T199500029 TH Thailand	LEGO Juris A/S	LEGO (V31 device)	BOR4240	41	20-03-1996	Registered	26-06-2025
	T199500027 TH Thailand	LEGO Juris A/S	LEGO (V31 device)	KOR62061	20	18-08-1997	Registered	26-06-2025
	T197800402 TH Thailand	LEGO Juris A/S	LEGO (V31 device)	KOR78572	28	30-07-1979	Registered	17-07-2018
	T200400656 TH Thailand	LEGO Juris A/S	LEGO (V31 II device in colour)	BOR26549	41	01-06-2005	Registered	25-05-2024
	T200400655 TH Thailand	LEGO Juris A/S	LEGO (V31 II device in colour)	KOR218749	16	02-05-2005	Registered	25-05-2024
	T200301747 TH Thailand	LEGO Juris A/S	LEGO (V31 II device in colour)	KOR199028	09	29-06-2004	Registered	24-09-2023
	T200301748 TH Thailand	LEGO Juris A/S	LEGO (V31 II device in colour)	KOR218760	25	03-05-2005	Registered	24-09-2023
	T200100964 TH Thailand	LEGO Juris A/S	LEGO (V31 II device in colour)	KOR156601	28	17-04-2002	Registered	21-05-2021

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	T198305027 TH Thailand	LEGO Juris A/S	LEGO (V31 device)	KOR4865	09	19-03-1984	Registered	14-07-2023
	T199100798 TH Thailand	LEGO Juris A/S	LEGO (V31 device in colour)	KOR145853	28	10-01-1992	Registered	14-05-2021
	T199500028 TH Thailand	LEGO Juris A/S	LEGO (V31 device)	KOR41092	22	05-02-1996	Registered	26-06-2025
	T199500026 TH Thailand	LEGO Juris A/S	LEGO (V31 device)	KOR43736	18	19-04-1996	Registered	26-06-2025
	T80800930TP00 Timor	LEGO Juris A/S	LEGO (V31 II device in colour)		28		Registered	04-02-2022
	T198800475 TO Tonga	LEGO Juris A/S	LEGO (V31 device)	00609	28	29-05-2001	Registered	11-12-2024
	T197800404 TT Trinidad & Tobago	LEGO Juris A/S	LEGO (V31 device)	10786	98	11-07-1978	Registered	10-07-2026
	T80600444TT00 Trinidad & Tobago	LEGO Juris A/S	LEGO (V31 II device in colour)	37518	28	02-08-2007	Registered	24-07-2026

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	T81701881TT00 Trinidad & Tobago	LEGO Juris A/S	LEGO (V31 II device in colour)	52749	09,16,41	15-05-2017	Under examination	
	T197800405 TN Tunisia	LEGO Juris A/S	LEGO (V31 II device)	EE081858	28	28-07-1993	Registered	28-07-2018
	T198100997 TN Tunisia	LEGO Juris A/S	LEGO (V31a device) local version	EE961208	28	16-09-1996	Registered	16-09-2011
	T200501850IPTN Tunisia	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Designation Pending	
	T200101580 TR Turkey	LEGO Juris A/S	LEGO (V31 II device in colour)	200118357	09,16,25,28	12-09-2001	Registered	12-09-2021
	T198001352 TR Turkey	LEGO Juris A/S	LEGO (V31 device)	130859	28	13-07-1981	Registered	13-07-2021
	T199100287 TR Turkey	LEGO Juris A/S	LEGO (V31 device in colour)	129710	28	01-08-1991	Registered	01-08-2021
	T199702795 TR Turkey	LEGO Juris A/S	LEGO (V31 device in colour)	188976	41	24-09-1997	Registered	24-09-2017

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	T200501850IPTR Turkey	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T81701141TR00 Turkey	LEGO Juris A/S	LEGO (V31 II device in colour)	201732465	06,07,11,18,19,20,24,28,35,36,37,39,40,42	27-06-2018	Registered	10-04-2027
	T199502649 TM Turkmenistan	LEGO Juris A/S	LEGO (V31 II device)	451	28	11-03-1997	Registered	11-03-2027
	T200501850IPTM Turkmenistan	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616TM00MAP Turkmenistan	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T198001353 UG Uganda	LEGO Juris A/S	LEGO (V31 II device)	15584	28	21-05-1981	Registered	21-05-2016
	T199301057 UA Ukraine	LEGO Juris A/S	LEGO (V31 device)	2348	28	15-11-1993	Registered	01-02-2027
	T199800893 UA Ukraine	LEGO Juris A/S	LEGO (V31 II device in colour)	21669	14,18,24,25	15-11-2001	Registered	20-07-2028

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	T200501850IPUA Ukraine	LEGO Juris A/S	LEGO (V31 II device in colour)	869258	09,16,25,28,41	11-11-2005	Registered	
	T80902616UA00MAP Ukraine	LEGO Juris A/S	LEGO (V31 II device in colour)	1006003	03,14,18,20,21,24,27,30,43	17-06-2009	Registered	
	T199400039 AE United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device)	8187	28	14-05-1997	Registered	19-10-2014
	T199400035 AE United Arab Emirates	LEGO Juris A/S	LEGO (V31a device) local version	8264	28	14-05-1997	Registered	26-10-2014
	T80826443AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	101076	09	29-03-2010	Registered	10-06-2018
	T80826444AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	101077	16	29-03-2010	Registered	10-06-2018
	T80826445AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	101078	21	29-03-2010	Registered	10-06-2018
	T80826446AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	101079	24	29-03-2010	Registered	10-06-2018

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	T80826447AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	101080	25	29-03-2010	Registered	10-06-2018
	T80826684AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	101081	35	29-03-2010	Registered	10-06-2018
	T81406826AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	223689	28	07-06-2017	Registered	21-12-2024
	T81406827AE00 United Arab Emirates	LEGO Juris A/S	LEGO (V31 II device in colour)	223690	41	07-06-2017	Registered	21-12-2024
	T197305017 GB United Kingdom	LEGO Juris A/S	LEGO (V31 device)	1022027	16,20,28	11-12-1973	Registered	11-12-2024
	T198601392 GB United Kingdom	LEGO Juris A/S	LEGO (V31 device)	1283292	40,41,42,43,44	26-03-1993	Registered	01-10-2027
	T198801109 GB United Kingdom	LEGO Juris A/S	LEGO (V31 device)	1343367	25	05-04-1991	Registered	04-05-2025
	T198601390 GB United Kingdom	LEGO Juris A/S	LEGO (V31 device)	1283290	35	21-06-1991	Registered	01-10-2027

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T199102568 GB United Kingdom	LEGO Juris A/S	LEGO (V31 device in series)	1483973	15	24-09-1993	Registered	26-11-2018
	T198001354 UY Uruguay	LEGO Juris A/S	LEGO (V31 device)	340960	28	17-05-2002	Registered	13-05-2022
	T200201052 UY Uruguay	LEGO Juris A/S	LEGO (V31 II device in colour)	345605	28	15-12-2003	Registered	15-12-2023
	T81701882UY00 Uruguay	LEGO Juris A/S	LEGO (V31 II device in colour)	486440	09,16,41	04-08-2017	Application filed	
	T200600435 US USA	LEGO Juris A/S	LEGO (V31 II device in colour)	3440699	09,35,38,41	03-06-2008	Registered	03-06-2028
	T197400931 US USA	LEGO Juris A/S	LEGO (V31 II device in colour)	1026871	28	09-12-1975	Registered	09-12-2025
	T198100834 US USA	LEGO Juris A/S	LEGO (V31 II device in colour)	1248938	16,20,22,25	23-08-1983	Registered	23-08-2023
	T199102674 US USA	LEGO Juris A/S	LEGO (V31 II device)	1713101	08	08-09-1992	Registered	08-09-2022

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T199502698 US USA	LEGO Juris A/S	LEGO (V31 II device in colour)	2065902	41	27-05-1997	Registered	27-05-2027
	T199402366 US USA	LEGO Juris A/S	LEGO (V31 II device in colour)	2060284	06,09,14,16,18,20,21,25,28,41,42	13-05-1997	Registered	13-05-2027
	T199302336 UZ Uzbekistan	LEGO Juris A/S	LEGO (V31 II device)	2096	28	24-11-1994	Registered	01-02-2027
	T81701942UZ00 Uzbekistan	LEGO Juris A/S	LEGO (V31 II device in colour)	MGU20171576	09,16,41	25-05-2017	Application filed	
	T199100202 VU Vanuatu	LEGO Juris A/S	LEGO (V31 device)	661	28	06-03-1991	Registered	11-12-2014
	T197305045 VE Venezuela	LEGO Juris A/S	LEGO (V31 device)	F-078928	20	29-04-1975	Registered	29-04-2015
	T200500792 VE Venezuela	LEGO Juris A/S	LEGO (V31 II device in colour)	P272418	20	17-07-2006	Registered	17-07-2016
	T197305046 VE Venezuela	LEGO Juris A/S	LEGO (V31 device)	F-078929	19	29-04-1975	Registered	29-04-2015

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T200500794 VE Venezuela	LEGO Juris A/S	LEGO (V31 II device in colour)	P272417	28	17-07-2006	Registered	17-07-2016
	T200500793 VE Venezuela	LEGO Juris A/S	LEGO (V31 II device in colour)	2005-009930	25	13-05-2005	Application filed	
	T200500791 VE Venezuela	LEGO Juris A/S	LEGO (V31 II device in colour)	2005-009932	16	13-05-2005	Application filed	
	T200500790 VE Venezuela	LEGO Juris A/S	LEGO (V31 II device in colour)	P272419	09	17-07-2006	Registered	17-07-2016
	T200500795 VE Venezuela	LEGO Juris A/S	LEGO (V31 II device in colour)	S-032201	41	17-07-2006	Registered	17-07-2016
	T197301729 VE Venezuela	LEGO Juris A/S	LEGO (V31 device)	F-079742	28	03-09-1975	Registered	03-09-2015
	T197305047 VE Venezuela	LEGO Juris A/S	LEGO (V31 device)	F-078930	16	29-04-1975	Registered	29-04-2015
	T199100800 VE Venezuela	LEGO Juris A/S	LEGO (V31 device in colour)	F-172089	28	01-11-1994	Registered	01-11-2014

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T200301953 VN Vietnam	LEGO Juris A/S	LEGO (V31 II device in colour)	60988	09,16,20,25,28,41	14-03-2005	Registered	31-10-2023
	T198702337 VN Vietnam	LEGO Juris A/S	LEGO (V31 device)	1371	28	13-02-1990	Registered	08-05-2028
	T199301874 VN Vietnam	LEGO Juris A/S	LEGO (V31 device)	13197	09,16,20,25,41	01-09-1994	Registered	30-09-2023
	T200301903 WB West Bank	LEGO Juris A/S	LEGO (V31 II device in colour)	10511	28	08-08-2006	Registered	01-04-2025
	T198300681 YF Yemen	LEGO Juris A/S	LEGO (V31+V31a device in colour) +local version	368	28	12-09-1983	Registered	12-09-2023
	T81202942YE00 Yemen	LEGO Juris A/S	LEGO (V31 II device in colour)	59159	28	07-07-2012	Registered	07-07-2022
	T198901439 ZM Zambia	LEGO Juris A/S	LEGO (V31 II device)	104/88	28	24-02-1992	Registered	03-05-2023
	T198100045 ZB Zanzibar	LEGO Juris A/S	LEGO (V31 II device)	203/1983	98	20-12-1983	Registered	03-02-2023

LEGO - device marks

Date: 11-03-2019

Image	Case Ref. Country	Applicant/Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application/ Registration Date	Status	Renewal Date
	T198001413 ZW Zimbabwe	LEGO Juris A/S	LEGO (V31 II device)	1243/80	28	06-11-1980	Registered	06-11-2020

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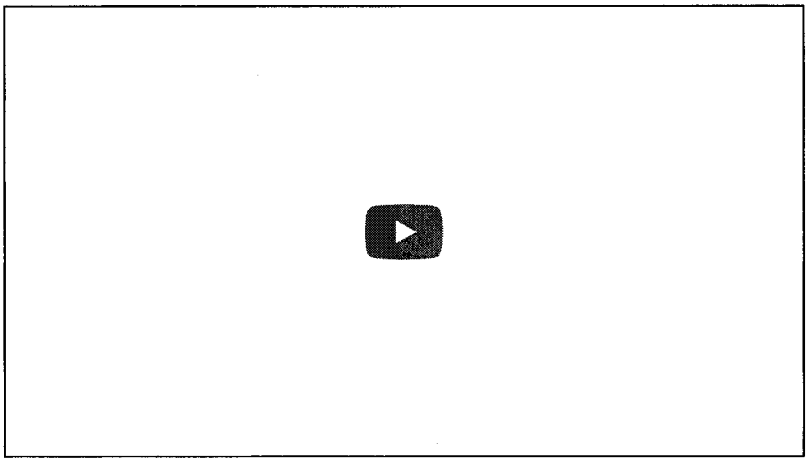

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MAR 0 8 2002

Hearing:
November 1, 2001

Paper No. 45
EWH

UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Trial and Appeal Board

INTERLEGO AG and LEGO SYSTEMS, INC.
and KIRKBI AG, joined as party plaintiff

Opposers,

v.

ABRAMS/GENTILE ENTERTAINMENT, INC.
and MJJ MULTIMEDIA LLC joined as
party defendant

Applicants

Opposition No. 103,612 to Application Ser. No.
75/011,293 filed on October 27, 1995.

David Ehrlich of Fross, Zelnick, Lehrman & Zissu for opposers.

James David Jacobs of Baker & McKenzie for applicants.

Before Cissel, Hanak and Quinn, Administrative Trademark Judges.

Opinion by Hanak, Administrative Trademark Judge:

Applicants seek to register MEGO in typed drawing form

for "children's toys, namely, action figures, vehicles, dolls and accessories therefore." The intent-to-use application was filed on October 27, 1995.

This application has been opposed on the basis that long prior to October 1995, opposers both registered and used in the United States the mark LEGO for a wide array of toys, and that the contemporaneous use of the marks MEGO and LEGO on toys is likely to cause confusion, mistake or deception pursuant to Section 2(d) of the Trademark Act.

Applicants filed an answer which denied the pertinent allegations of the Notice of Opposition. Both opposers and applicants filed briefs and were present at a hearing held before this Board on November 1, 2001.

Priority is not an issue in this proceeding because opposers have properly made of record certified status and title copies of their four registrations of the mark LEGO covering a wide array of toys. King Candy Co. v. Eunice King's Kitchen, Inc., 496 F.2d 1400, 182 USPQ 108 (CCPA 1974). Two of these four registrations are particularly pertinent because they depict the mark LEGO in typed drawing form without any background design. The first of

these two registrations is Registration No. 1,018,875 issued August 26, 1975 for, among other goods, "doll figures and vehicular toys." The second registration is Registration No. 2,245,652 and it encompasses, among other goods, "toy figures, toy vehicles and dolls." In addition, the evidence of record demonstrates that opposers have continuously used in the United States the mark LEGO since 1975, if not much earlier, on a wide array of toys. Indeed, at page 11 of their brief, applicants state that opposers have used the LEGO mark in the United States since at least 1961.

In any likelihood of confusion analysis two key, although not exclusive, considerations are the similarities of the goods and the similarities of the marks. Federated Foods, Inc. v. Fort Howard Paper Co., 544 F.2d 1098, 192 USPQ 24, 29 (CCPA 1976). ("The fundamental inquiry mandated by Section 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods and differences in the marks.")

Considering first the goods, they are, at least in part, legally identical. As previously noted, applicants

seek to register MEGO in typed drawing form for toy action figures, toy vehicles and dolls. Opposers have previously registered LEGO in typed drawing form for toy figures, toy vehicles and dolls.

Considering next the marks, we note at the outset that when the goods are at least in part legally identical, as is the case here, "the degree of similarity [of the marks] necessary to support a conclusion of likely confusion declines." Century 21 Real Estate Corp. v. Century Life of America, 970 F.2d 874, 23 USPQ2d 1698, 1700 (Fed. Cir. 1992). Obviously, the marks LEGO and MEGO are extremely similar in that they differ simply by one letter. We believe that many adults would not notice this very minor difference in the two marks. Moreover, it is obvious that many purchasers of toys are children, who are even less likely to notice this slight difference in the two marks.

Applicants devote less than one page of their brief to a discussion of the differences between the two marks. With regard to visual appearance, applicants merely state the obvious, namely, that their mark begins with the letter "M" and that opposers' mark begins with the letter "L."

(Applicant's brief page 10).

With regard to the purported dissimilarities in sound and connotation, applicants rely upon the testimony of their chairman Martin Abrams who testified that the mark MEGO was inspired by the fact that many years ago his little brother, when the family was about to take a trip, would state: "Me go too. Me go too." (Abrams deposition page 14). From this origination of the MEGO mark applicants argue that their mark differs from the LEGO mark in pronunciation in that their mark would be pronounced as "me go" whereas opposers' mark would be pronounced in a manner that it sounds like the word "lay." There are two problems with applicants' argument. First, Mr. Abrams has conceded that applicants have made no use whatsoever of the MEGO mark. (Abrams deposition pages 35 and 78). Thus, applicants have certainly not educated the public to pronounce their mark MEGO as "me go." A much more logical pronunciation of applicants' mark MEGO is that it would be pronounced as a girl's name (Meg) followed by a long "O" sound. Likewise, the well recognized pronunciation of opposers' mark LEGO is the word "leg" followed by a long

"O" sound. Obviously, the feminine name "Meg" and the word "leg" are extremely similar in sound. Indeed, they rhyme. Second, even if applicants had hypothetically made some effort to educate the public to pronounce their mark MEGO as "me go," the fact remains "that there is no correct pronunciation of a trademark." In re Belgrade Shoe, 411 F.2d 1352, 162 USPQ 227 (CCPA 1969). Even if applicants were in the to future make efforts in attempting to educate the public as to how to pronounce their mark, we are of the firm belief that a significant portion of the public would still pronounce applicants' mark as "Meg O." This is particularly true given the great fame of opposers' LEGO mark, which we will discuss later in this opinion.

Finally, in terms of connotation, applicants argue at page 10 of their brief that LEGO has no meaning whereas their mark MEGO brings to mind "a child's desire to accompany another on a trip ('me go')." Once again, the fallacy with applicants' argument is that consumers would know the derivation of the mark MEGO. Given the fact that consumers do not know this derivation, both marks are

similar in that they lack any connotation.

In sum, given the fact that applicants' and opposers' goods are, in part, legally identical, and the fact that the two marks are extremely similar, we find that their use on toys is likely to result in confusion, especially when one considers that many purchasers of toys are children.

We are of the firm belief that there exists a strong likelihood of confusion resulting from the contemporaneous use of these two marks on toys. However, if there were even the slightest doubt on the issue of likelihood of confusion (which there is not), this doubt is totally removed when one recognizes that oppposers' mark LEGO is one of the most famous toy marks in the United States. To elaborate, the Director of Marketing for opposer Lego Systems, Inc. (Charles McLeish) testified that in the ten year period preceding March 2000, opposers' total United States sales of LEGO toys exceeded 1 billion dollars. During that same time period, opposers' advertising expenditures for LEGO toys in the United States exceeded 100 million dollars. According to Mr. McLeish's testimony, these sales figures placed LEGO toys in the top five brands

of toys in the United States. Finally, Mr. McLeish testified that market studies demonstrated that approximately two-thirds of United States households with children fourteen years of age and younger owned at least one LEGO toy. (McLeish deposition pages 24 to 26).

Our primary reviewing Court has made it crystal clear that famous trademarks enjoy a very broad scope of protection. Kenner Parker Toys Inc. v. Rose Art Industries Inc., 963 F.2d 350, 22 USPQ2d 1453, 1456 (Fed. Cir. 1992). Given the fact that opposers have demonstrated that in the United States their LEGO trademark is a very famous mark for toys, there is yet another compelling reason supporting our finding that there exists a likelihood of confusion resulting from the contemporaneous use of LEGO and MEGO on identical toys.

One additional comment is in order. At pages 11 and 12 of their brief, applicants argue that the lack of evidence of actual confusion "weighs heavily against finding a likelihood of confusion." Of course, as previously noted, applicants have yet to even commence use of their MEGO mark. Applicants' unusual argument is

premised on the fact that prior to 1982, a company unrelated to applicants made use of the mark MEGO on toys and that purportedly there occurred no instances of actual confusion involving opposers' LEGO toys and the MEGO toys of this unrelated company. Two comments are in order. First, proof of actual confusion is not a prerequisite to a finding of likelihood of confusion. Second, given the fact that this unrelated company ceased use of the mark MEGO approximately two decades ago, it is highly unlikely that opposers would have retained documentation of instances of actual confusion had they existed. As for applicants' argument that there still exist old MEGO toys in the market today, applicants acknowledge that this market is "fueled by collectors and toy aficionados." (Applicants' brief page 12). In other words, what few old MEGO toys exist today are not being marketed to children, the normal consumers of toys, but rather are being collected by toy aficionados. Even if we assume purely for the sake of argument that toy aficionados could distinguish between MEGO toys and LEGO toys, these toy aficionados are but a tiny fraction of the consumers of toys, namely, children and their parents,

grandparents and friends.

Having found that there exists a likelihood of confusion, we elect to sustain the opposition on this basis alone. We will not consider opposers' claim, which was unpled but which was tried by the consent of the parties, that the current applicants are bound by a 1985 settlement agreement entered into by opposers and Mego Corp., the former owner of the old MEGO mark. See American Paging Inc. v. American Mobilephone Inc., 13 USPQ2d 2036, 2039 (TTAB 1989), aff'd 17 USPQ2d 1726 (Fed. Cir. 1990) and cases cited therein.

Decision: The opposition is sustained.

MAR 0 8 2002

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Appel d'un jugement de la
3e ch. 2e section du TGI
de PARIS du 26 janvier 1984

2 Avocats

AIDE JUDICIAIRE

Admission du
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COUR D'APPEL DE PARIS

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ARRÊT DU 6 [illegible] 1986

(N° 5 , 6 pages

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Cour ;

GREFFIER :
Madame [illegible] ;

Cour d'Appel de Paris - Philippe KANTOR - Expert Traducteur de chinois - Assermenté près la
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GROSSE DÉLIVRÉE A LA
DATE DU 14.3.86
A LA REQUÊTE DE Me Moreau

EXTRAIT DES MINUTES
DU GREFFE

N° Répertoire Général : L 06932

Appel d'un jugement de la
3° ch- 2° section du TGI
de PARIS du 26 janvier 1984

2 Avocats

AIDE JUDICIAIRE

Admission du
au profit de

Date de l'ordonnance de
clôture : 11 DECEMBRE 1986

COUR D'APPEL DE PARIS

4 ème chambre, section B

ARRÊT DU 6 MARS 1986

(N° 5 , 6 pages

PARTIES EN CAUSE

1°/ La société A/S/ KIRKBI ,
dont le siège est à BILLUND (Danemark)
D K 7190 ,
société de droit danois agissant poursuite
et diligences de ses représentants légaux
domiciliés audit siège ,

2°/ La société anonyme LEGO ,
dont le siège est à 28011 CHARTRES ,
16, rue Edmond Poillot ,
agissant poursuites et diligences de ses
représentants légaux domiciliés en cette
qualité audit siège ,

Appelantes ,
représentées par Me MOREAU , avoué ,
assistées de Me ~~XXXX~~ COMBEAU , avocat ,

3°/ La société LEGO M LEMELSHTRICH Ltd
société de droit israélien ,
dont le siège social est en Israël -
ISREAL NETANYA Industrial Zone , Kiryst Na
prise en la personne de ses représentants
légaux domiciliés en cette qualité audit s

Intimée ,
représentée par la SCP REGNIER- SEVESTRE-
REGNIER , avoué ,
assistée de Me DESJEUX , avocat ;

COMPOSITION DE LA COUR :
Lors du délibéré ;
Président : Monsieur BONNEFONT ;
Conseillers : Monsieur E. FONTANA et
Monsieur ROBIQUET , ce dernier appelé
d'une autre chambre pour compléter la
Cour ;

GREFFIER :
Madame TOUSSAINT ;

The Opposition Division

Sara DAHLBERG Plamen IVANOV Vanessa PAGE

According to Article 59 CTMR, any party adversely affected by this decision has a right to appeal against this decision. According to Article 60 CTMR, notice of appeal must be filed in writing at the Office within two months of the date of notification of this decision. Furthermore, a written statement of the grounds of appeal must be filed within four months of the same date. The notice of appeal will be deemed to be filed only when the appeal fee of EUR 800 has been paid.

The amount determined in the fixation of the costs may only be reviewed by a decision of the Opposition Division on request. According to Rule 94(4) CTMIR, such a request must be filed within one month from the date of notification of this fixation of costs and shall be deemed to be filed only when the review fee of EUR 100 (Article 2(30) CTMFR) has been paid.

projects will be transferred to the applicant's goods and services if they are marketed under the contested sign.

The contested mark would benefit from this positive image and the outstanding reputation of the earlier mark for its own goods and services, which would attract the consumers' attention thanks to the association with the opponent, thereby gaining a commercial advantage over its goods. That equates to an unfair advantage.

On the basis of the above, the Opposition Division concludes that the contested trade mark will take unfair advantage of the distinctive character or the repute of the earlier trade mark.

Other forms of encroachment upon reputation

The opponent also argues that use of the contested trade mark would be detrimental to the distinctive character of the earlier trade mark.

As seen above, encroachment upon reputation is an essential condition for Article 8(5) CTMR to apply. Encroachment may take three different forms. For an opposition to be well founded in this respect, it is sufficient if only one of these forms is found to occur. In the present case, as seen above, the Opposition Division has already concluded that the contested trade mark would take unfair advantage of the distinctive character or repute of the earlier trade mark. It follows that there is no need to examine whether other forms also apply.

e) Conclusion

Considering all the above, the opposition is well founded under Article 8(5) CTMR. Therefore, the contested trade mark must be rejected for all the contested goods and services.

Given that the opposition is entirely successful under Article 8(5) CTMR based on earlier Community trade mark registration No 39 800 it is not necessary to examine the remaining grounds and earlier rights on which the opposition was based.

COSTS

According to Article 85(1) CTMR, the losing party in opposition proceedings must bear the fees and costs incurred by the other party.

Since the applicant is the losing party, it must bear the opposition fee as well as the costs incurred by the opponent in the course of these proceedings.

According to Rule 94(3), (6) and (7)(d)(i) CTMIR, the costs to be paid to the opponent are the opposition fee and the costs of representation which are to be fixed on the basis of the maximum rate set therein.

evidence of unfair advantage (judgment of 25/01/2012, T-332/10 'VIAGUARA', paragraph 56 and the case law cited therein).

The evidence submitted by the opponent in order to show the actual use of the contested mark in relation to some of the contested goods reveals that the applicant's products are wooden-panel constructions used to assemble building blocks. The products of the applicant are often referred to as LEGOPANEL(S) and are described as toy construction sets. According to the opponent the applicant's aim is to replicate the opponent's products in the building construction sector and that the applicant has consciously adopted the LEGO name as a core element of the mark applied for.

Unfair advantage in the context of Article 8(5) CTMR covers cases where there is clear exploitation and 'free-riding on the coat-tails' of a famous mark or an attempt to trade upon its reputation. In other words, there is a risk that the image of the mark with a reputation or the characteristics which it projects are transferred to the goods and services covered by the contested trade mark, with the result that the marketing of those goods and services is made easier by their association with the earlier mark with a reputation (judgment of 06/06/2012, T-60/10 'ROYAL SHAKESPEARE', paragraph 48; and judgment of 22/03/2007, T-215/03, 'VIPS' paragraph 40).

The more immediately and strongly the earlier mark is brought to mind by the later sign, the greater the likelihood that the current or future use of the sign is taking, or will take, unfair advantage of the distinctive character or the repute of the mark or is, or will be, detrimental to it (judgments of 27/11/2008, C-252/07 'Intel', paragraphs 67-69; judgment of 18/06/2009, C-487/07 'L'Oréal', paragraphs 41, 43).

Therefore, the evaluation of unfair advantage must be based on an overall assessment of all the factors relevant to the case (including, in particular, the similarity of signs, the reputation of the earlier mark, and the respective consumer groups and market sectors), with a view to determining whether or not the marks may be associated in a way which may prove injurious to the earlier trade mark, or which may allow the applied-for trade mark to unduly profit from it.

As seen above, the earlier trade mark was found to have a reputation for: *Games and playthings, in particular construction toys* in Class 28 and the mark applied for is seeking protection for the goods and services in Classes 19, 37 and 40 as listed in the previous section, that can be broadly referred to as goods and services closely related to building and construction.

The earlier mark indeed evokes direct associations to building, interconnectivity, modularity and construction and due to its long presence on the market and the acquired outstanding reputation, it portrays an image of high quality and reliability, all these characteristics proceeding from or seen in the light of an enjoyable and educating activity such as play with toys. The contested mark 'cleverly' refers to some of the contested goods as 'toy construction set'. Indeed, 'stavebnicovy system' bears a close resemblance to the Czech word 'stavebnice' which stands for construction toys. While the expression used for construction systems without an implied reference to toys would be 'stavebni system'. The Opposition Division finds this a strong argument for the applicant's market behaviour.

Because the contested mark may be perceived as composed of the earlier mark and the verbal element 'pan' which in relation to some of the contested goods and services will be immediately perceived as reference to their nature (short for panel), it seems inevitable that the image of the earlier mark and the characteristics that it

necessary condition for further assessing whether detriment or unfair advantage are likely, the existence of such a link is not sufficient, in itself, for a finding that there may be one of the forms of damage referred to in Article 8(5) CTMR (judgment of 26/09/2012, T-301/09, 'CITIGATE', paragraph 96).

d) Encroachment upon reputation

Use of the contested mark will fall under Article 8(5) CTMR when any of the following situations arise:

- it takes unfair advantage of the distinctive character or the repute of the earlier mark;
- it is detrimental to the repute of the earlier mark;
- it is detrimental to the distinctive character of the earlier mark.

Although in opposition proceedings detriment or unfair advantage may be only potential, a mere possibility is not sufficient for Article 8(5) CTMR to be applicable. While the proprietor of the earlier mark is not required to demonstrate actual and present harm to its mark, it must however 'adduce prima facie evidence of a future risk, which is not hypothetical, of unfair advantage or detriment' (judgment of 06/06/2012, T-60/10 'ROYAL SHAKESPEARE', paragraph 53).

It follows that the opponent must establish that detriment or unfair advantage is probable, in the sense that it is foreseeable in the ordinary course of events. For that purpose, the opponent should file evidence or at least put forward a coherent line of argument, showing what the detriment or unfair advantage would consist of and how it would occur, which could lead to the prima facie conclusion that such an event is indeed likely in the ordinary course of events.

In the present case, the opponent claims, inter alia, that the marketing of the applicant's building construction goods and services would be made easier due to the LEGO element in the verbal component of the contested sign Legopan. As a result, by not having to undertake its own marketing efforts, the applicant would clearly exploit the reputation and prestige of the opponent's earlier marks. The opponent claims further that the properties associated with the earlier mark's image such as reliability, high quality and durability can be transferred to the mark applied for as the attractive power of the LEGO mark goes beyond the sector of toys and extends to the sector of building construction.

In other words, the opponent claims, that the use of the contested trade mark would take unfair advantage of the distinctive character or the repute of the earlier trade mark.

Unfair advantage (free-riding)

In support of its claim the opponent analyses the applicant's market behaviour and actual use of the contested sign and submits evidence in this regard. While for the examination of likelihood of confusion the actual use of the contested sign is basically irrelevant, for the purposes of proving unfair advantage, in the framework of examination of the applicability of Article 8(5) CTMR the market behaviour of the applicant and the actual use of the contested sign may serve as a prima facie

(Judgment of 27/11/2008, C-252/07 'Intel Corporation', paragraphs 51 and 52.)

The goods and services covered by the trade mark applied for are the following:

Class 19: *Concrete building elements; Building materials (non-metallic), other than of wood; Constructions - houses, including prefabricated (other than of wood), including passive and low-energy houses, components for such constructions (other than of wood), including building materials (non-metallic), other than of wood, glass used in building, roof coverings, not of metal (other than of wood), insulation materials, plumbing elements not of metal, building fittings not of metal, not including rivets or holding devices.*

Class 37: *Installation of doors and windows; Building insulating; Building insulating; Plumbing; Installation of kitchen equipment; Painting, interior and exterior; Construction information; Construction and construction installation, including all main construction work and related construction work; Preparatory construction work; Coordination of construction work and operations; Individual building construction management; Building construction supervision; Building maintenance.*

Class 40: *Metalworking, custom assembly of materials, for others.*

It is apparent that the contested goods and services are all related to construction.

In the present case, the goods covered by the earlier mark for which reputation has been proven are directed at the public at large. The contested goods and services are directed partly at professionals in the construction industry and partly at individuals who are keen on performing refurbishments and repairs by themselves or are also the consumers of the services in Classes 37 and 40. In any case, since the earlier goods are purchased by the general consumer there is an overlap between the relevant sections of the public for the trade marks in dispute. Moreover, the reputation of the earlier mark has been found to be outstanding. That is, it is one of those marks that has acquired such a reputation that it goes beyond the relevant public as regards the goods for which it was registered in which case the public will make a connection between the conflicting marks, even if that public was wholly distinct from the relevant section of the public as regards the goods for which the earlier mark was registered as the applicant argues.

Another important factor to be taken into account in the assessment of whether the consumers will make a link between the signs in the particular case at hand is the fact that the conflicting goods and services have a strong connection to building and construction. Regardless of the fact that the earlier goods are toys and the contested goods and services are 'real', i.e. their nature is different, the fact remains that the LEGO trade mark evokes direct associations to building, interconnectivity, modularity and construction. This special connection between the earlier goods and the contested goods and services is justified by their functionality and their purpose in a broader sense, namely as being components for the creation or the improvement of a final product achieved as a result of an intellectually challenging and creative process.

Taking into account and weighing up all the relevant factors of the present case, the Opposition Division concludes that when encountering the contested mark the relevant consumers will associate it with the earlier sign, that is to say, establish a mental 'link' between the signs. However, although a 'link' between the signs is a

Possible relevant factors for the examination of a 'link' include (judgment of 27/11/2008, C-252/07, 'Intel Corporation', paragraph 42):

- the degree of similarity between the signs;
- the nature of the goods and services, including the degree of similarity or dissimilarity between those goods or services, and the relevant public;
- the strength of the earlier mark's reputation;
- the degree of the earlier mark's distinctive character, whether inherent or acquired through use;
- the existence of likelihood of confusion on the part of the public.

This list is not exhaustive and other criteria may be relevant depending on the particular circumstances. Moreover, the existence of a 'link' may be established on the basis of only some of these criteria.

It has already been established that the signs are similar and that the earlier mark's reputation is outstanding. What is important to be added at this stage of the examination is that the earlier mark is included in its entirety in the contested sign at the initial position in the composition of the verbal element of the contested sign – a fact which is a strong argument for a likelihood of confusion (subject to the similarity or identity of goods and services).

It is further to be noted that the establishment of such a link, while triggered by similarity (or identity) between the signs, requires that the relevant sections of the public for each of the goods and services covered by the trade marks in dispute are the same or overlap to some extent.

According to the Court of Justice of the European Union,

> It is therefore conceivable that the relevant section of the public as regards the goods or services for which the earlier mark was registered is completely distinct from the relevant section of the public as regards the goods or services for which the later mark was registered and that the earlier mark, although it has a reputation, is not known to the public targeted by the later mark. In such a case, the public targeted by each of the two marks may never be confronted with the other mark, so that it will not establish any link between those marks.

(Judgment of 27/11/2008, C-252/07, 'Intel Corporation', paragraph 48.)

The Court of Justice has also noted,

> ... that certain marks may have acquired such a reputation that it goes beyond the relevant public as regards the goods or services for which those marks were registered. In such a case, it is possible that the relevant section of the public as regards the goods or services for which the later mark is registered will make a connection between the conflicting marks, even though that public is wholly distinct from the relevant section of the public as regards goods or services for which the earlier mark was registered.

According to the Collins Dictionary the noun 'Lego' refers to a construction toy consisting of plastic bricks and other standardized components that fit together with studs. The article in the Collins Dictionary contains also an indication that the word is a registered trade mark – a measure undertaken by the owner of the mark to prevent the mark becoming generic. A measure that does not, however, prejudice the perception of the meaning as referred to by the article in the Collins Dictionary. Bearing in mind the outstanding reputation of the trade mark 'LEGO' in the entire European Union, the perception of the average European consumer will not be any different to the perception of the English speaking consumer, because its meaning is rather universal. All in all, the average consumer will attribute a meaning to 'LEGO' – either the meaning given by the Collins Dictionary (which shall apply equally to the entire relevant territory without prejudice to the particular language) or as a direct reference to the opponent or both.

As to the contested sign, it is to be noted that the relevant consumer may regard one-word signs as composed of different components, in particular, in cases where a part has a clear and evident meaning. Bearing in mind what has been stated in relation to the perception of LEGO as having a concept, it is feasible to assume that the average consumer will perceive the verbal element of the contested sign as being composed of the components 'LEGO' and 'PAN'. The component 'PAN' may be perceived with different meanings in different parts of the relevant territory. For instance, the English speaking part of the public will perceive it as a wide metal vessel used in cooking. It cannot be dismissed that 'PAN' may also be perceived as an abbreviation of 'panel' as the evidence submitted by the opponent indicates. The Polish consumer will perceive it with the meaning of 'gentleman', 'master', the Spanish with the meaning of 'bread', etc. Regardless of the perception of the component 'PAN', the signs are conceptually similar on behalf of the verbal element 'LEGO' representing the entire earlier mark and contained as an identifiable component in the contested sign.

The figurative element of the contested sign is rather abstract and is not likely to be associated with a meaning. Therefore, it does not influence the above finding regarding the conceptual similarity of the signs.

Taking into account the abovementioned visual, aural and conceptual coincidences, it is considered that the signs under comparison are similar.

c) The 'link' between the signs

In order to establish that a later trade mark will encroach upon the reputation of an earlier mark, it is necessary to demonstrate that, given all the relevant factors, the relevant public will establish a link (or association) between the signs. The necessity of such a 'link' between the conflicting marks in consumers' minds is not explicitly mentioned in Article 8(5) CTMR but has been confirmed in the judgment of 23/10/2003, C-408/01, 'Adidas', paragraphs 29 and 31 and the judgment of 27/11/2008, C-252/07, 'Intel Corporation', paragraph 66. It is not an additional requirement but merely reflects the need to determine, after all the factors relevant to the particular case have been assessed, whether the association that the public might establish between the signs is such that either detriment or unfair advantage is likely to occur.

The opponent failed, however, to prove reputation for the remaining goods in Class 28 and the services in Class 41. The reference to these goods and services is either scarce or non-existent.

b) The signs

LEGO	Legopan
Earlier trade mark	Contested sign

The relevant territory is the European Union.

Visually, it is to be noted that in case of word marks it is the word as such that is protected and not its written form, therefore, the use of upper or lower case letters is irrelevant. The signs are similar to the extent that they coincide in 'Lego'. However, they differ in 'pan' of the contested sign and the figurative element of the contested sign represented in orange and white that have no counterparts in the earlier mark.

Aurally, irrespective of the different pronunciation rules in different parts of the relevant territory the pronunciation of the signs coincides in 'LEGO' present identically in both signs, and to that extent the signs are aurally similar. The pronunciation differs in the syllable /PAN/ of the contested mark which has no counterpart in the earlier sign.

Conceptually, the verbal element 'lego' has different meanings in different languages spoken in the relevant territory. Among others, Italian consumers will associate the word 'lego' with a verb conjugation of the verb *legare* meaning to tie, to bind, while for Spanish consumers 'lego' means 'lay' or 'layperson'.

The verbal element 'pan' of the contested sign has also an evident meaning for the Italian and Spanish consumers – referring either to a sweet kind of bread (Italian) or bread (Spanish). Although for the consumers in Italy and Spain the combination of these two verbal elements does not make particular sense, (that is, it won't be perceived as a meaningful expression), the fact remains that since it is composed of elements with a clear and evident meaning, the public will conceptually link the signs on behalf of the word 'lego'. Consequently, for this part of the public the signs are conceptually similar. For the part of the public that will not associate the signs with a meaning a conceptual comparison is not possible. For the part of the public that will only associate the contested mark with a meaning on behalf of the verbal component 'pan' since one of the signs will not be associated with a meaning (the earlier mark) the signs are not conceptually similar.

The above approach to the conceptual comparison of signs would be in accordance with the methodology of the Office (see the Guidelines for examination in the Office for Harmonization in the Internal Market, Part C, Section 2, Chapter 3), where the conceptual meaning of the marks is first examined in an objective manner, divorced from considerations of the particular goods and services.

In the particular case at hand, however, the Opposition Division finds it appropriate to extend the conceptual comparison to bear in mind the specific market reality and the well-established outstanding reputation of the earlier mark.

- 16 UDRP (Uniform Domain-Name Dispute Resolution Policy) decisions from 2010 and 2011 acknowledging the outstanding repute of the LEGO trade mark in the world due in part to decades of extensive advertising.

- Decisions of national courts and administrative authorities in the United Kingdom, France, the Netherlands, Czech Republic, Portugal, Lithuania and Spain dating from 1982 to 2010 acknowledging the well-known character and reputation of the LEGO trade marks.

- Excerpt from the website http://findarticles.com containing information about an article from Fortune Magazine dated 1999 referring to LEGO toys as one of the 'Products of the century' and being a 'truly global brand'.

- Printouts from the website of the British Association of Toy Retailers containing references to LEGO as the 'Toy of the Century' acknowledging LEGO's international success.

- An article related to the terms 'Famous Mark' and 'Well-Known Mark' by *Christopher Morcom* (Her Majesty's Counsel, Author of A Guide to the Trade Marks Act 1994, Co-author of The Modern Law of Trade Marks) containing reference to the LEGO trade mark as being 'famous' or 'well-known' together with marks such as Cartier, Coca-Cola, Kodak, Pepsi Cola, Rolls-Royce, Starbucks and Rolex.

- Excerpt from the legal commentary about the German Trademark Act (Ingerl/Rohnke) referring to LEGO as one of those marks (together with Coca-Cola and adidas) that is so famous that it is protected against dilution unexceptionally in all market sectors.

- Affidavit signed by Mr. Peter Kjaer, Deputy General Counsel and head of the Intellectual Property Group of LEGO Juris A/S containing information about the impressive net sales figures of LEGO products in the European Union and in particular in Germany and the United Kingdom for the period 2006 – 2012 and the marketing and advertising expenses in the same territories for the same period.

It is clear from the evidence that the earlier trade mark has been subject to long-standing and intensive use and is well known in the relevant market, where it enjoys a consolidated position among the leading brands, as has been attested by diverse independent sources. The sales figures, marketing expenditure and market share shown by the presented marketing surveys and the various references in the press to the earlier mark's success all unequivocally show that the mark enjoys a high degree of recognition among the relevant public – a fact confirmed through the years also in numerous decisions of courts and administrative bodies.

On the basis of the above the Opposition Division concludes that the earlier trade mark has a reputation in particular in the United Kingdom and in Germany and in the European Union in general for the goods in Class 28 *Games and playthings, in particular construction toys*. Moreover, based on the evidence provided and the analysis thereof, the Opposition Division also concludes that the strength of the reputation of the trade mark LEGO is outstanding.

only in the most general terms without divulging any such data. This approach will not prejudice the interests of the applicant, since the latter received a copy of the evidence submitted by the opponent. The evidence was presented in a clearly structured manner and consists, in particular, of the following documents:

- A memorandum prepared by the opponent containing information about the history and the philosophy of the Lego Group, as well as some peculiar statistical data. In addition the memorandum contains also a summary outlining the reputation of the Lego Company and the LEGO brand.

- 2013 Best brands ranking prepared by the company GfK (Society for consumer research) in relation to the German market showing that in the last ten years the LEGO brand was consistently ranked in the top 10 and in 2010 and 2011 it was even ranked as the best product brand in Germany. The information contained in this document is supported by internet excerpts relating to the 'best brand' studies conducted in Germany in the period 2004 – 2011.

- 2005 study performed by the market research company Institut Allensbach showing that LEGO was the best known trade mark in absolute terms (which means not related to a specific product) in Germany among parents with children under 14 years of age. According to this study among the same target group the trade mark LEGO achieved a notoriety of 96%. A very high number of respondents associated the trade mark LEGO with first-class and top quality products.

- Excerpts from the website www.marken-award.de containing information about the 2010 brand award for the best brand expansion that went to the LEGO brand. The ranking is conducted by the German marketing magazine 'absatzwirtschaft' and the German Marketing Association. The LEGO brand is referred to as a 'cult' brand.

- Excerpt from the website www.myfoxdetroit.com containing information about a 2010 brand awareness survey compiled by Firebox.com (a UK online toy and gizmo gift store) and the British toy news website Toyology among 3 000 respondents aged 20 to 40 years of age in the United Kingdom determining LEGO as the most popular toy ever manufactured and a 2008 survey proving that British consumers ranked LEGO as Britain's most popular toy brand since 1973. The latter survey was conducted by interviewing more than 1 000 respondents aged 16 and over.

- Centre for Brand Analysis 2011 – 2013 Official Top Consumer Superbrands rankings providing an insight into the Britain's strongest brands (Superbrands). For the years 2011 and 2013 the LEGO brand was ranked number 16 and 15 respectively among the UK top 20 Consumer Superbrands.

- Rankings prepared by the company Brand Asset Consult according to which LEGO is consistently ranked amongst the strongest brands in the Netherlands. In particular, the LEGO brand was ranked No 3 in 2012 and was among the 15 strongest brands in the Netherlands in 2011 and 2013.

- Copies of decisions (Nos D2003-0038, D2003-0826, D2004-0359 and D2007-1028) rendered by WIPO's Arbitration and Mediation Center Panels acknowledging the outstanding reputation of the LEGO trade mark.

Therefore, the grounds of refusal of Article 8(5) CTMR are only applicable when the following conditions are met.

- The signs must be either identical or similar.
- The opponent's trade mark must have a reputation. The reputation must also be prior to the filing of the contested trade mark; it must exist in the territory concerned and for the goods and/or services on which the opposition is based.
- Encroachment upon reputation: the use of the contested trade mark would take unfair advantage of, or be detrimental to, the distinctive character or the repute of the earlier trade mark.

The abovementioned requirements are cumulative and, therefore, the absence of any one of them will lead to the rejection of the opposition under Article 8(5) CTMR (judgment of 16/12/2010, joined cases T-345/08 and T-357/08, 'BOTOCYL', paragraph 41). However, the fulfilment of all the above mentioned conditions may not be sufficient. The opposition may still fail if the applicant establishes due cause for the use of the contested trade mark.

In the present case, the applicant did not claim to have due cause for using the contested mark. Therefore, in the absence of any indications to the contrary, it must be assumed that no due cause exists.

a) Reputation of the earlier trade mark

According to the opponent, the earlier trade mark 'LEGO' has a reputation in the European Union.

Reputation implies a knowledge threshold which is reached only when the earlier mark is known by a significant part of the relevant public for the goods or services it covers. The relevant public is, depending on the goods or services marketed, either the public at large or a more specialised public.

In the present case the contested trade mark was filed on 06/05/2013. Therefore, the opponent was required to prove that the trade mark on which the opposition is based had acquired a reputation in the European Union prior to that date. The evidence must also show that the reputation was acquired for the goods and services for which the opponent has claimed reputation, namely:

Class 28: *Games and playthings; gymnastic and sporting articles (included in class 28); decorations for Christmas trees.*

Class 41: *Education; providing of training; entertainment; sporting and cultural activities; video tape and film production; amusement parks; publication of books and of texts (other than publicity texts).*

In order to determine the mark's level of reputation, all the relevant facts of the case must be taken into consideration, including, in particular, the market share held by the trade mark, the intensity, geographical extent and duration of its use, and the size of the investment made by the undertaking in promoting it.

On 14/03/2014 the opponent submitted evidence to support this claim. As the opponent requested to keep certain commercial data contained in the evidence confidential vis-à-vis third parties, the Opposition Division will describe the evidence

OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET
(TRADE MARKS AND DESIGNS)

Opposition Division

OPPOSITION No B 2 235 391

Lego Juris A/S, Koldingvej 2, 7190 Billund, Denmark (opponent), represented by **Hogan Lovells**, Avenida Maisonnave 22, 03003 Alicante, Spain (professional representative)

against

Vincent Guillot, Mírové náměstí 696/5, 39701 Písek, Czech Republic (applicant), represented by **Václav Müller**, Filipova 2016, 148 00 Praha 4, Czech Republic (professional representative).

On 04/11/2014, the Opposition Division takes the following

DECISION:

1. Opposition No B 2 235 391 is upheld for all the contested goods and services.

2. Community trade mark application No 11 793 684 is rejected in its entirety.

3. The applicant bears the costs, fixed at EUR 650.

REASONS:

The opponent filed an opposition against all the goods and services of Community trade mark application No 11 793 684. The opposition is based on, inter alia, Community trade mark registration No 39 800. The opponent invoked Article 8(1)(b) and 8(5) CTMR.

REPUTATION – ARTICLE 8(5) CTMR

For reasons of procedural economy, the Opposition Division will first examine the opposition in relation to earlier CTM No 39 800, for which the opponent claimed repute in the European Union.

According to Article 8(5) CTMR, upon opposition by the proprietor of an earlier trade mark within the meaning of Article 8(2) CTMR, the contested trade mark shall not be registered where it is identical with, or similar to, the earlier trade mark and is to be registered for goods or services which are not similar to those for which the earlier trade mark is registered, where, in the case of an earlier Community trade mark, the trade mark has a reputation in the Community and, in the case of an earlier national trade mark, the trade mark has a reputation in the Member State concerned and where the use without due cause of the contested trade mark would take unfair advantage of, or be detrimental to, the distinctive character or the repute of the earlier trade mark.

OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET
(TRADE MARKS AND DESIGNS)

OPERATIONS DEPARTMENT

B206a

Notification to the opponent of a decision

Alicante, 04/11/2014

HOGAN LOVELLS
Avenida Maisonnave 22
E-03003 Alicante
ESPAÑA

Your reference:	**ALI-OT-615983**
Opposition number:	**B 002235391**
Contested trade mark number:	**011793684**
Name of the opponent:	**LEGO Juris A/S**

Please see the attached decision which ends the abovementioned opposition proceedings. It was taken on **04/11/2014**.

Plamen IVANOV

Enclosures (excluding the cover letter): 12 pages.

Please note that the decisions of the Opposition Division will not be signed by the responsible officials, but will only indicate their full name and carry a printed seal of the Office in accordance with Rule 55(1) CTMIR.

MINISTERE PUBLIC : représenté aux débats par Monsieur LEVY , avocat général ;

DEBATS : A l'audience publique du 12 décembre 1985 tenue en application de l'article 786 du nouveau Code de procédure civile , Monsieur E. FONTANA Conseiller chargé de la mise en état , a entendu les plaidoiries, les avocats ne s'y étant pas opposés , il en a rendu compte à la Cour dans son délibéré ;

ARRET : Contradictoire ;
Prononcé publiquement par Monsieur E. FONTANA Conseiller ;
Monsieur BONNEFONT Président , a signé la minute avec Madame TOUSSAINT, Greffier ;

EXPOSE DES FAITS ET DE LA PROCEDURE :

LES FAITS :

La société de droit danois KIRKBI A/S , anciennement dénommée LEGO est propriétaire des marques :

- dénomination LEGO enregistrée à l' INPI sous le n° 1.168.885 en renouvellement d'une chaîne ininterrompue de dépôts remontant au 21 juin 1956 pour désigner des jouets et qui , exploitée massivement pour couvrir un système de jeu de construction par assemblage de briquettes en matière plastique colorée, a acquis en France une notoriété certaine depuis plusieurs années ,

- dénominative LEGO déposée en 1976 et enregistrée sous le n° 945.362 pour désigner des services des classes 39,41 et 42 , notamment des services de distribution d'eau , d'éducation , de divertissements , de location de matériel pour exploitation agricole .

La S.A. LEGO , filiale française de KIRKBI , importe et distribue en France sous le nom commercial LEGO les jeux de construction marqués LEGO produits par KIRKBI .

La société de droit israélien LEGO M. LEMELSHTRICH LTD est propriétaire de la marque dénominative LEGO déposée en 1978 et enregistrée sous le n° 1.067.435 pour désigner des matériels d'arrosage , leurs pièces et accessoires ; elle introduit en France des tourniquets d'arrosage constitués en majeure partie de pièces en matière plastique colorée revêtues de cette marque .

PREMIERE INSTANCE :

En conséquence et par exploit du 15 janvier 1982 KIRKBI et la S.A. LEGO ont assigné LEGO M. LEMELSHTRICH , la première , en paiement de 500.000 francs à titre de dommages-intérêts pour contrefaçon des marques LEGO n° 1.168.885 et 945.362

et , , la seconde en paiement de 200.000 francs à titre de dommages-intérêts pour atteinte à son nom commercial , et ce avec demandes accessoires de radiation de la marque LEGO n° 1.067.435 , d'interdiction d'usage sous astreinte , de publication de la décision requise aux frais de la défenderesse et de remboursement de frais en vertu de l'article 1382 du nouveau Code de procédure civile .

Le jugement critiqué rendu le 26 janvier 1984 par le Tribunal de grande instance de PARIS (troisième chambre - deuxième section) a :

- débouté KIRKBI de son action en contrefaçon de la marque LEGO 1.168.885 ,

- débouté la S.A. LEGO de son action pour atteinte à son nom commercial ,

- dit que la marque LEGO n° 1.067.435 constituant la contrefaçon de la marque LEGO n° 945.362 et condamné de ce fait LEGO M. LEMELSHTRICH à payer à KIRKBI la somme de 5.000 francs à titre de dommages-intérêts ,

- déclaré KIRKBI déchue de ses droits sur la marque LEGO n° 945.362 à compter du 9 juillet 1982 pour cause de non exploitation pendant les cinq années précédentes ,

- débouté les parties du surplus de leurs demandes .

FAIT NOUVEAU :

LEGO M. LEMELSHTRICH a déposé le 28 février 1984 et fait enregistrer sous le numéro 1.262.807 la marque dénominative LEGO pour désigner des produits de service des classes 6,7, 11,17,37 , 39,40 et 41 , notamment des appareils et installations d'irrigation .

DEVANT LA COUR :

KIRKBI et la S.A. LEGO , appelantes , concluent à l'infirmation du jugement sauf en ce qu'il a retenu la contrefaçon de la marque LEGO n° 945.362 , réitèrent leurs demandes initiales ci-dessus résumées , demandent à la Cour de dire que le dépôt de la marque LEGO n° 1.262.807 constitue une atteinte aux droits de KIRKBI sur la marque notoire LEGO n° 1.168.885 et aux droits de la S.A. LEGO sur son nom commercial et réclament chacune à LEGO M. LEMELSHTRICH la somme de 25.000 francs au titre de l'article 700 du nouveau Code de procédure civile .

EN SENS CONTRAIRE :

LEGO M. LEMELSHTRICH , intimée , conclut à la confirmation du jugement sauf en ce qu'il a retenu la contrefaçon de la marque LEGO n° 945.362 et à son infirmation de ce chef ; elle réclame à KIRKBI et à la S.A. LEGO la somme globale de 20.000 francs au titre de l'article 700 précité .

CELA ETANT EXPOSE, LA COUR :

qui se réfère pour un plus ample exposé des faits et de la procédure , au jugement critiqué et aux conclusions des parties;

SUR L' ATTEINTE A LA MARQUE NOTOIRE LEGO N° 1.168.885 :

CONSIDERANT que la règle de la spécialité de la marque s'oppose à ce que la protection conférée par la loi du 31 décembre 1964 à la marque n° 1.168.885 , déposée pour désigner des jouets , soit étendue à son emploi pour désigner des appareils d'arrosage qui sont des produits totalement différents de sorte que les marques LEGO n° 1.067.435 et LEGO n° 1.262.807 ne sont pas la contrefaçon de cette marque ;

MAIS CONSIDERANT que le tourniquet commercialisé par LEGO L. LEMELSHTRICH est composé en majeure partie de pièces en matière plastique de couleur rouge et jaune dont la tonalité est régoureusement identique à celle des couleurs correspondantes des briquettes du système de jeu de construction LEGO ; qu'en outre sur chaque pièce en matière plastique du tourniquet la marque LEGO n° 1.067.435 est moulée dans la masse en caractères majuscules penchés et arrondis sensiblement de la même façon que la marque notoire LEGO n° I.168.885 sur chaque briquette ; que ces similitudes entrainent un risque certain de confusion dans l'esprit de tout consommateur moyen ainsi qu'il ressort d'un sondage BVA , présentant toutes garanties de sérieux et d'objectivité , effectué en décembre 1982 auprès de 2027 personnes auxquelles a été présenté le tourniquet ; que 62 % de ces personnes ont déclaré que " LEGO " commercialisait d'autres produits ; que 90 % des personnes qui ont fait cette déclaration ont précisé que ces autres produits étaient des jouets ; que cette confusion a d'ailleurs été commise concrètement par l'acquéreur d'un système d'arrosage qui a , par lettre du 8 juin 1983 demandé des précisions techniques à la S.A. LEGO ;

CONSIDERANT que l'usage abusif ainsi fait de la marque LEGO n° 1.067.435 par LEGO M. LEMELSHTRICH dans l'intention évidente de bénéficier du pouvoir attractif de la marque notoire LEGO n° 1.168.885 entraine injustement une vulgarisation et par suite un affaiblissement du caractère distinctif de celle-ci ; qu'il cause à KIRKBI un préjudice qui doit être réparé dans les termes de l'article 1382 du Code civil ;

SU R L' ATTEINTE AU NOM COMMERCIAL DE LA SOCIETE LEGO :

CONSIDERANT qu'il ressort des lettres et bons de commande produits par la société LEGO , précédemment dénommée INECOMEX , qu'elle a employé effectivement , publiquement et de façon continue dès le 5 octobre 1960 sur son papier commercial la dénomination LEGO comme nom commercial particulier pour individualiser aux yeux de sa clientèle l'un de ses départements , chargé précisément de l'exploitation du " système LEGO " , et qu'elle l'utilise effectivement , publiquement et de façon continue comme non commercial général depuis 1975 ; qu'il est constant que ce nom commercial a acquis la même notoriété que la marque LEGO n° 1.168.885 dans le domaine des jouets ;

CONSIDERANT qu'à bon droit et par des motifs que la Cour adopte les premiers juges ont constaté que LEGO M. LEMELSHTRICH n'avait pas fait usage en France de la dénomination LEGO à titre de nom commercial antérieurement à l'année 1977 ;

CONSIDERANT que l'abus de droit ci-dessus mis en évidence commis par LEGO M. LEMELSHTRICH dans l'utilisation de la dénomination LEGO comme marque a porté également atteinte , pour les mêmes raisons , au nom commercial notoire de la S.A. LEGO , et a causé à celle-ci un préjudice qui doit être réparé en application du même texte ;

SUR LA DEMANDE RECONVENTIONNELLE EN DECHEANCE DES DROITS DE KIRBKI SOUS LA MARQUE LEGO N° 945.362 :

CONSIDERANT que KIRKBI ne justifie d'aucun acte d'exploitation de cette marque pour l'un quelconque des services désignés dans l'acte de dépôt pendant les cinq ans qui ont précédé le 9 juillet 1982 , date de la demande de déchéance ; qu'à bon droit les premiers juges ont déclaré celle-ci fondée à compter de cette date ;

SUR L' ATTEINTE A LA MARQUE LEGO N° 945.362 :

CONSIDERANT que les services de distribution d'eau et de location de matériel pour exploitation agricole visés dans l'acte de dépôt de la marque LEGO n° 845.362 recouvrent partiellement la production du " matériel pour arroser , humidifier et irriguer " visé dans l'acte de dépôt de la marque LEGO n° 1.067.435 ; qu'à bon droit les premiers juges ont reconnu le caractère contrefaisant de celle-ci pour la période antérieure au 9 juillet 1982 ;

Qu'ils ont fait une raisonnable évaluation du préjudice causé ; qu'avec pertinence également ils ont refusé d'ordonner la radiation de la marque LEGO contrefaisante ; qu'en effet aucune sanction ne peut être prononcée pour la période postérieure à la date d'effet de la déchéance des droits du déposant sur la marque contrefaite ;

SUR LA REPARATION DES PREJUDICES CAUSES A KIRKBI ET A LA SOCIETE ANONYME LEGO PAR L' ABUS DE DROIT COMMIS PAR LEGO M. LEMELSHTRICH

CONSIDERANT que la Cour en fonction de tous les éléments d'appréciation dont elle dispose fixe l'évaluation de ces préjudices aux sommes indiquées dans le dispositif du présent arrêt ; que la publication également ordonnée ci-dessous est nécessaire et suffisante pour faire disparaitre à l'avenir tout risque de confusion entre les marques et noms commerciaux en présence dans l'esprit des consommateurs sans qu'il y ait lieu de prendre quelque autre mesure que ce soit ;

SUR L' ARTICLE 700 DU NOUVEAU CODE DE PROCEDURE CIVILE :

CONSIDERANT qu'il serait inéquitable de laisser à la charge de KIRKBI et de la S.A. LEGO les sommes indiquées ci-dessous qu'elles ont exposées et qui ne sont pas comprises dans les dépens ;

PAR CES MOTIFS :
LA COUR :

A- Confirme le jugement entrepris en ce qu'il a :

1°/ débouté la société KIRKBI de son action en contrefaçon de la marque notoire LEGO 1.168.885 ,

2°/ dit que la marque LEGO n° 1.067.435 constituait la contrefaçon de la marque LEGO n° 945.362 et condamné de ce fait la société LEGO M. LEMELSHTRICH à payer à la société KIRKBI la somme de 5.000 francs à titre de dommages-intérêts ,

3°/ déclaré la société KIRKBI déchue de ses droits sous la marque LEGO n° 945.362 à compter du 9 juillet 1982 ;

B- Le réformant pour le surplus :

1°/ condamne la société LEGO M. LEMELSHTRICH à payer à la Société KIRKBI A/S la somme de 50.000 francs (cinquante mille francs) à titre de dommages-intérêts pour emploi abusif de la dénomination LEGO et la somme de 10.000 francs (dix mille francs) au titre de l'article 700 du nouveau Code de procédure civile ;

2°/ condamne la société LEGO M. LEMELSHTRICH à payer à la société LEGO la somme de 20.000 francs (vingt mille francs) à titre de dommages-intérêts pour emploi abusif de la dénomination LEGO et la somme de dix mille francs (10.000 francs) au titre de l'article 700 précité ;

3°/ ordonne la publication du présent arrêt , in extenso , par extraits ou sous forme de résumé dans cinq périodiques au choix des sociétés KIRKBI A/S et S.A. LEGO aux frais de la société LEGO M. LEMELSHTRICH sans que le coût global de ces insertions TVA incluse , puisse excéder la somme de cent mille francs (100.000 francs) ;

4°/ condamne la société LEGO M. LEMELSHTRICH en tous les dépens de première instance et d'appel ;

5°/ dit que Me MOREAU , avoué, pourra recouvrer directement ceux de ces dépens dont il aurait fait l'avance sans avoir reçu provision ;

6°/ déboute les parties du surplus de leurs demandes .

Approuvé mot rayé nul et renvoi en marge

POUR COPIE CERTIFIÉE CONFORME
Le Greffier en Chef

Cour d'Appel de Paris - Assemblée près la Cour d'Appel de Paris - Philippe KANTOR - Expert Traducteur de chinois
Certifié conforme, enregistré Ne Varietur sous la référence 38866

- 8 MAI 2015

6e page et dernière

CL1-18_ HEK_well-known_cl.41_Summary in English

CTMO
Summary of the Official Decision

We summarize the main points of the opposition decision as follows:

1. The Opposed Mark is designated on the services "educational services; instruction services etc." in Class 41. The Opponent's prior cited marks "乐高" under Reg. Nos. 10176169 and 4112293 etc. are designated on the services "educational services; instruction services etc." in Class 41. The designated services of the two parties' marks are similar services. The Opposed Mark wholly includes the Opponent's cited mark "乐高" and it does not create other different meaning which could be distinguished from the cited marks. Therefore, both parties' marks are similar trademarks on similar services.

2. The evidence submitted by the Opponent can prove that through long-term use and broad promotion, the Opponent's prior cited marks "LEGO" and "乐高" on the designated goods "toys" have gained high fame in China. In the (2017) Jing Xing Zhong Zi No. 875 administrative judgment made by Beijing Higher People's Court and the decision on the reiterate of review on opposition regarding the "LEGO" mark under No. 7628640 made by TRAB, the above offices have recognized the reputation of the Opponent's marks and recognized that their marks as the well-known trademarks.

3. The Opposed Mark is similar to the Opponent's well-known trademark "乐高" with respect to letter composition. The registration of the Opposed Mark on the designated service "providing on-line electronic publications, not downloadable" will mislead the public and damage the Opponent's interest.

4. The submitted evidence is insufficient to prove that the Opponent violates the principle of good faith, preregisters its trademarks with bad faith and infringes its prior trade name right and the registration and use of the Opposed Mark are likely to cause negative social influence.

5. In accordance with Articles 13.3, 30 and 35 of China Trademark Law, the Office decides to disapprove the registration of the Opposed Mark "HEK 中幼乐高" under Prov. Reg. No. 20734706 in Class 41.

SEP 13, 2017 @ 10:24 AM 19,867 The Little Black Book of Billionaire Secrets

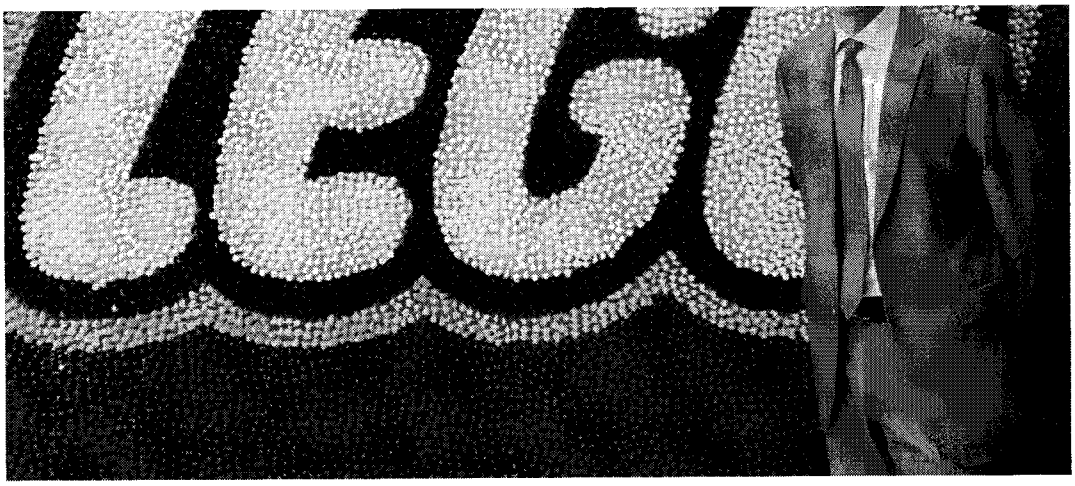
The 10 Companies With The Best CSR Reputations In 2017

Karsten Strauss, FORBES STAFF
null FULL BIO

A survey of people in 15 countries sheds light on which companies are seen as the most socially responsible in 2017. (Photo credit IDA GULDBAEK ARENTSEN/AFP/Getty Images)

A recent analysis of 170,000 company ratings from respondents in 15 countries sheds light on which are perceived by consumers as the most socially responsible.

The annual study, released yesterday, is compiled by the Reputation Institute (RI), a Boston-based reputation-management consulting firm. It tracks social responsibility reputations by zeroing in on consumers' perceptions of company governance, positive influence on society and treatment of employees, scoring each with its proprietary RepTrak Pulse system.



Chief Executive Officer of Lego, Joergen Vig Knudstorp. (Photo credit JUSTIN TALLIS/AFP/Getty Images)

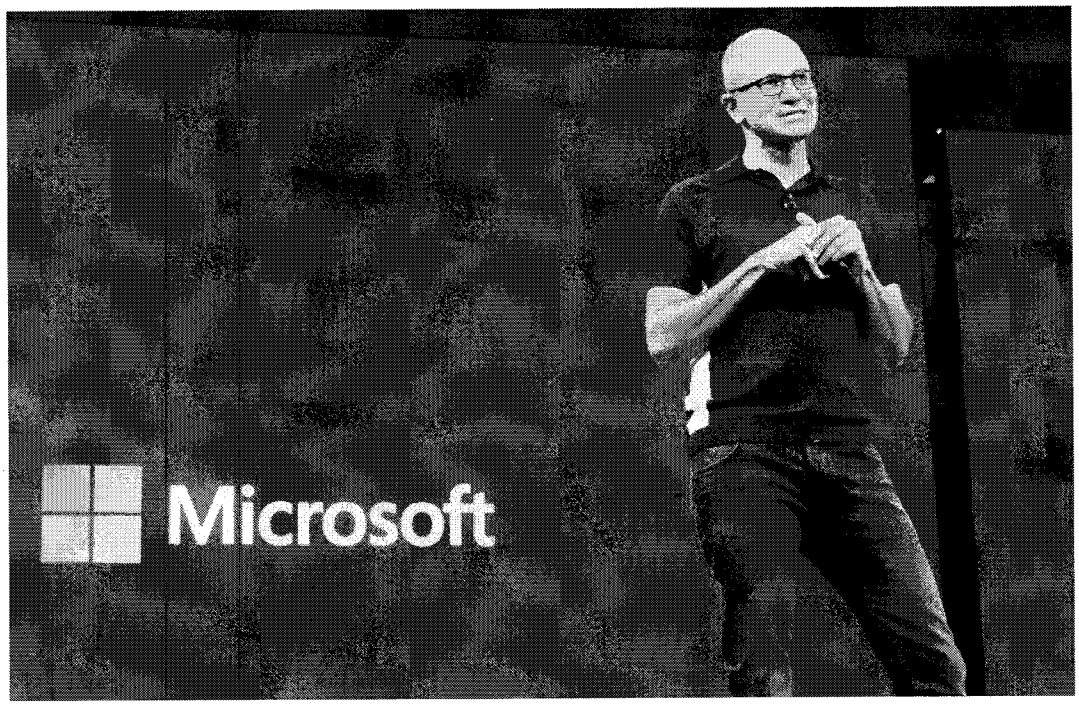
1. **Lego**

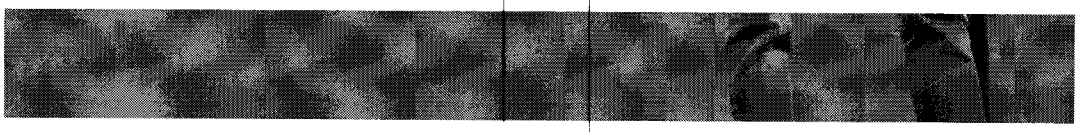
Lego tops this year's roster of top CSR companies with 74.4 RepTrak points, having jumped from its fifth place showing last year.

In RI's analysis, Lego beat all other companies in the perception that it behaves ethically, conducts business fairly, operates transparently, protects the environment and supports worthy causes.

Lego "has embraced corporate social responsibility from top to bottom," says RI Chief Research Officer Stephen Hahn-Griffiths.

Its Build the Change and Sustainable Materials Center initiatives - and its partnership with the World Wildlife Fund - are part of the Danish toy company's push for sustainability.





Microsoft chief executive Satya Nadella opens the US technology titan's annual Build Conference in Seattle on May 10, 2017 with a focus on a future rich with artificial intelligence that follows people from device to device.(Photo credit: GLENN CHAPMAN/AFP/Getty Images)

2. **Microsoft**

The Seattle-based technology firm retains its second place position from last year while earning a RepTrak CSR score of 74.1.

Microsoft CEO Satya Nadella is a proponent of social and environmental responsibility. Hahn-Griffiths says, "Microsoft is committed to enhancing education as a highly relevant global human issue – and unlike Apple operates as an open source platform that fosters perceptions of good citizenship and good governance."

The company's co-founder and former CEO Bill Gates (still a major shareholder) has a stellar reputation for social responsibility due to his work with the Bill & Melinda Gates Foundation.

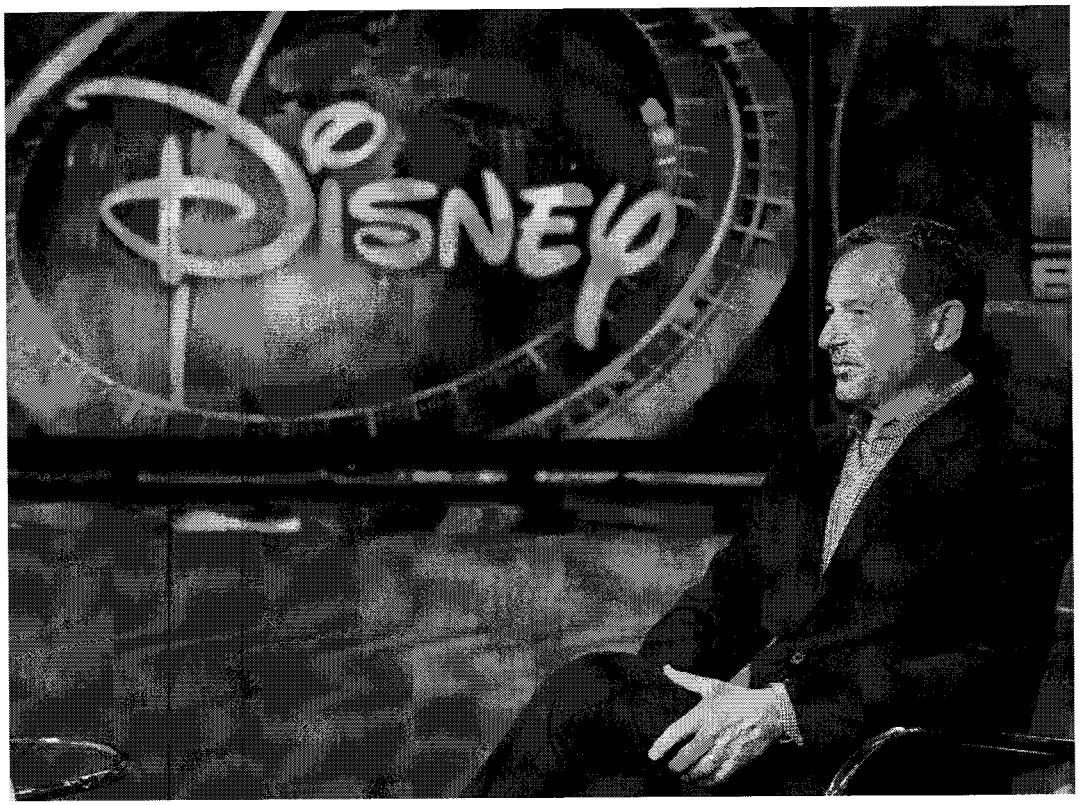
MOUNTAIN VIEW, CA - MAY 17: Google CEO Sundar Pichai delivers the keynote address at the Google I/O 2017 Conference at Shoreline Amphitheater on May 17, 2017 in Mountain View, California. The three-day conference will highlight innovations including Google Assistant. (Photo by Justin Sullivan/Getty Images)

3. **Google**

The search giant falls from its #1 perch in 2016 and this year takes third place with a CSR score of 73.9.

The Reputation Institute says that Google CEO Sundar Pichai has been willing to publicly speak out on issues he believes in, such as countering comments about Muslims made by President Donald Trump.

Google's slight drop on the list can also be attributed to an overall raising of the bar in the way the public views CSR. "How people people evaluate companies in general has become a lot more critical because they're more familiar, they're more educated," says Hahn-Griffiths.

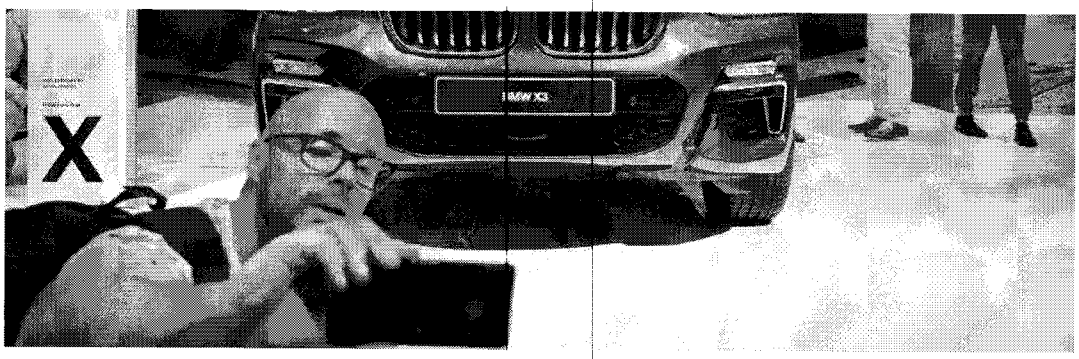


Disney CEO Robert Iger visits FOX Business Network's 'Markets Now' at FOX Studios on September 24, 2013 in New York City. (Photo by Michael Loccisano/Getty Images)

4. **Walt Disney Company**

RepTrak Score: **73.5 points**

Score Change 2016: **-1.2 points (third place)**

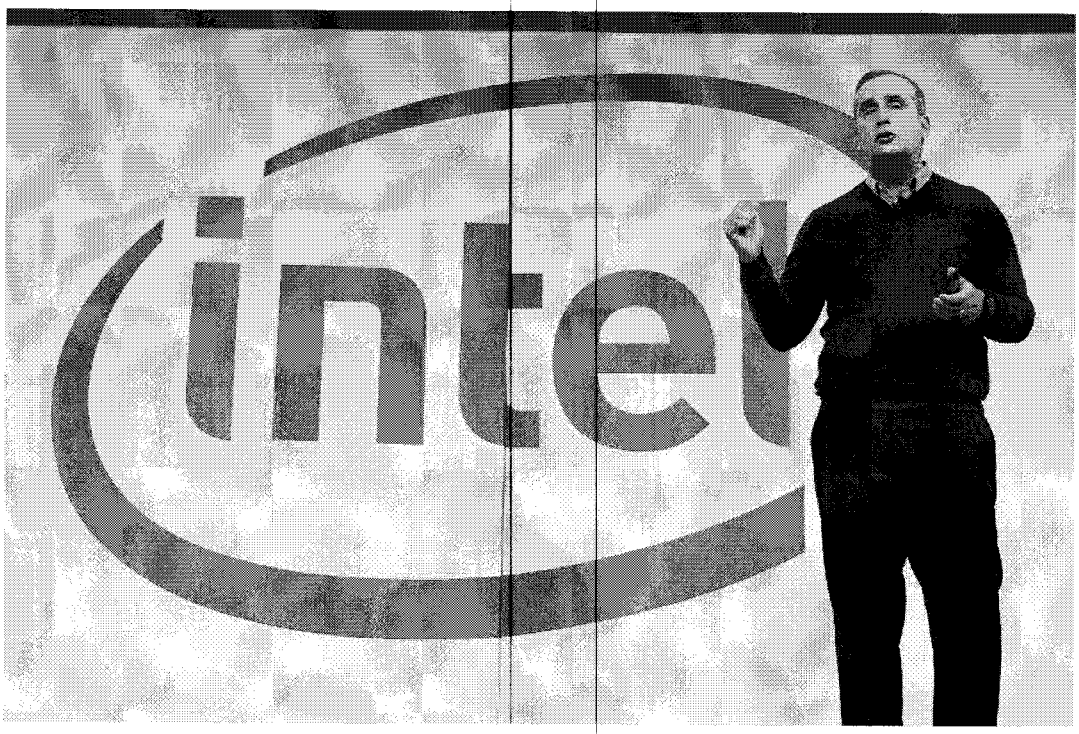


Visitor look to a BMW X3 car at the 2017 Frankfurt Auto Show on September 12, 2017 in Frankfurt am Main, Germany. (Photo by Thomas Lohnes/Getty Images)

5. **BMW Group**

RepTrak Score: **71.5 points**

Score Change 2016: **-2.4 points (fourth Place)**

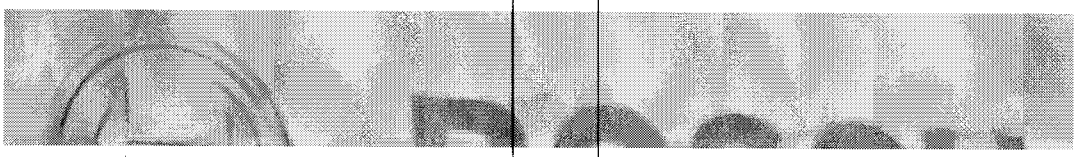


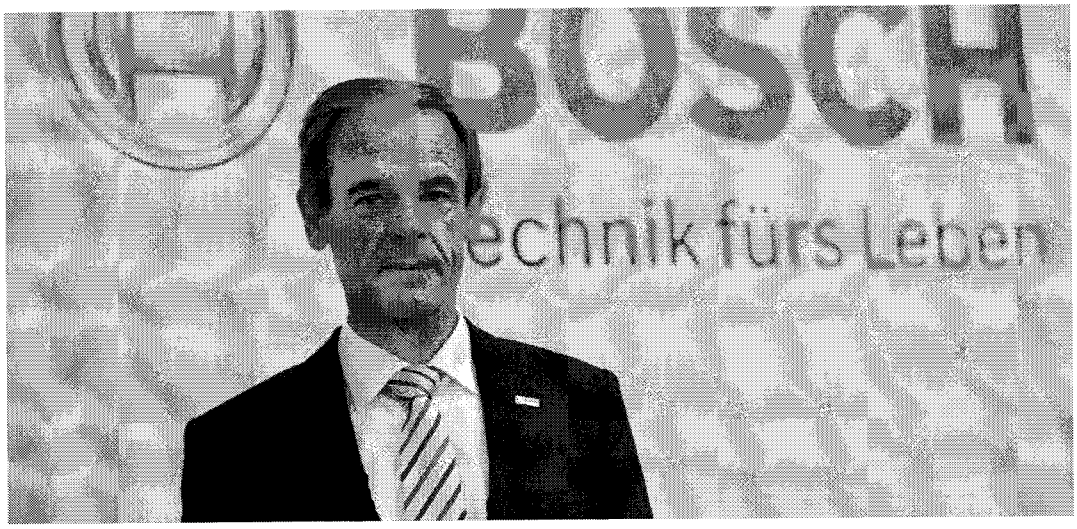
Intel CEO Brian Krzanich speaks during an Intel press event for CES 2017 at the Mandalay Bay Convention Center on January 4, 2017 in Las Vegas, Nevada. (Photo by David Becker/Getty Images)

6. **Intel**

RepTrak Score: **71.1 points**

Score Change 2016: **-1.7 points (tenth Place)**





Volkmar Denner, CEO of German car supplier Robert Bosch GmbH, poses prior to the annual press conference at the Bosch headquarters in Gerlingen near Stuttgart, Germany, on April 18, 2013. (Photo credit: THOMAS KIENZLE/AFP/Getty Images)

7. **Robert Bosch**

RepTrak CSR Score: **71 points**

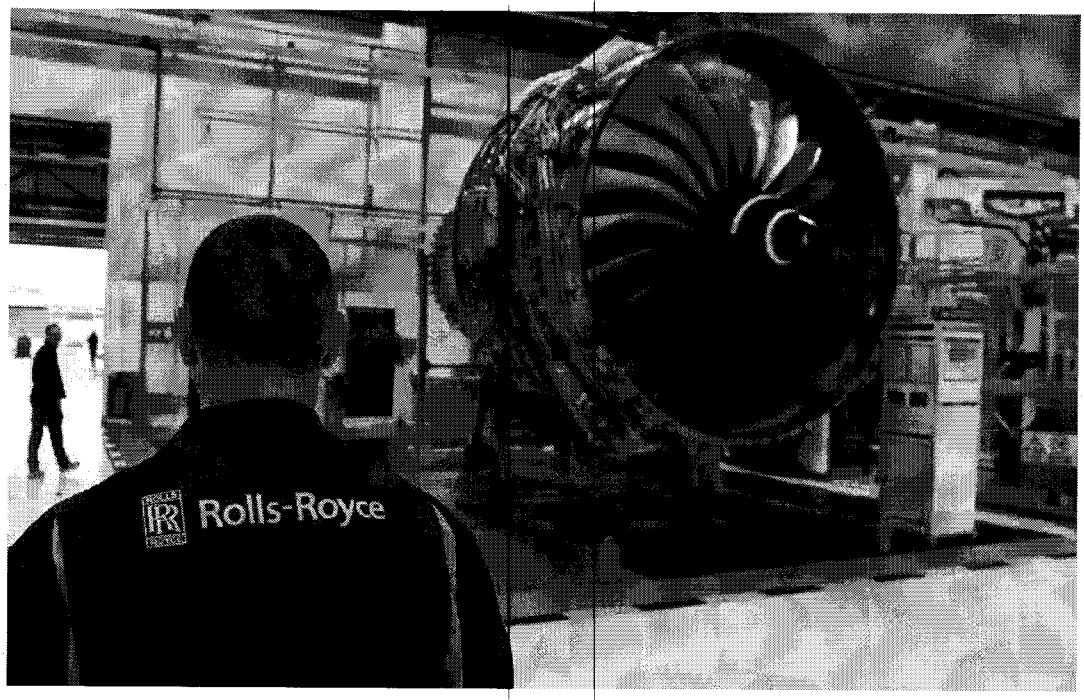
Score Change 2016: **+1.4 points (twenty-first Place)**

Cisco Systems headquarters on August 17, 2016 in San Jose, California. (Photo by Justin Sullivan/Getty Images)

. **Cisco Systems**

RepTrak CSR Score: **71 points**

Score Change 2016: **+1.8 points (twenty-fourth Place)**

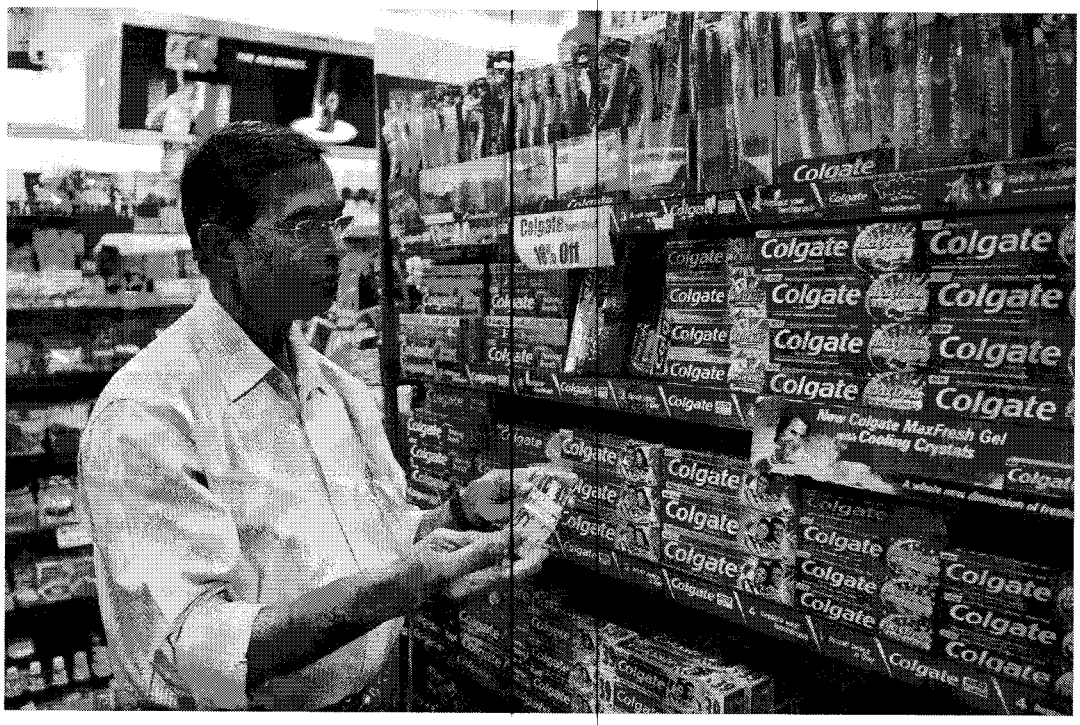


Rolls Royce Trent XWB engines on view on the assembly line at the Rolls Royce factory in Derby, central England on November 30, 2016. (Photo credit: PAUL ELLIS/AFP/Getty Images)

9. **Rolls-Royce Aerospace**

RepTrak CSR Score: **70.7 points**

Score Change 2016: **-2.4 points (eighth Place)**



A shopper examines a box of Colgate toothpaste at a store in Mumbai, on Sunday, Jan. 21, 2007. Colgate - Palmolive India Ltd. third-quarter earnings are expected today. Photographer: Sebastian D'souza/Bloomberg News.

10. **Colgate-Palmolive**

RepTrak CSR Score: **70.4 points**

Score Change 2016: **+1.1 points (twenty-third Place)**

Apple is among the firms that saw a marked reduction in its CSR score this year. (AP Photo/Ng Han Guan, File)

Dropping On The List...

Apple, Samsung and olkswagen are three firms that have seen their CSR reputations recede this year. Since 2016's survey, Apple and Samsung sank 5.3 points each and settled in 49th and 9th places respectively. W dropped .2 points this year, falling to 100th place.

Apple, which last year held seventh place in RI's CSR ranking, is likely the victim of its own secrecy. The company was unwilling to unlock its iPhone to assist law enforcement during a shooting investigation last year. Plus, the firm maintains a closed platform, and many are dubious about its workplace.

Samsung's reputation was hit by combustion problems with its Gala y S7 Note phone. And vice chairman ay . Lee has been ensnared in a bribery scandal.

W is still suffering from the 2015 revelation that it had cheated on emissions testing.

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