



OIFIG NA bPAITINNÍ  
**PATENTS OFFICE**

Oifig an Rialtais  
Bóthar Hebron  
Cill Chainnigh  
Éire

Government Buildings  
Hebron Road  
Kilkenny  
Ireland

**WORLD INTELLECTUAL PROPERTY ORGANISATION**  
**34, CHEMIN DES COLOMBETTES**  
**PO BOX 18**  
**1211 GENEVA 20**  
**SWITZERLAND**

Date of Notification: **07 October 2019**

**International Registration No:** 1455136  
**Mark:** MASTERS OF PASTA  
**Holder:** Barilla G. e R. Fratelli - Società per Azioni of Italy

**Notification of the Irish Patents Office of Partial Provisional Refusal**

Dear Sir/Madam,

This notification is issued pursuant to Article 5 of the Protocol relating to the Madrid Agreement concerning the International Registration of Marks and Rule 17(2) of the Common Regulations under the Agreement and Protocol, and is to inform you that protection for this mark is refused for the reasons set out below. Any references to Sections are to Sections of the Trade Marks Act, 1996 and to Rules are to Rules of the Trade Marks Rules, 1996.

1.

**Section 10(2)**

There exists a likelihood of confusion on the part of the public between the mark and the following earlier mark(s):

Registered European Union Trade Mark No:013294533

Mark:PASTA MASTERS

Proprietor:SC SAM TRADE SRL

4, Lucian Blaga street, 13 flat, 4th floor, 3rd District

031072 Bucharest

Romania

Date of Application:24/09/2014

Date of Registration:10/09/2015

Class 29 : Preserved, dried or cooked fruits and vegetables; Jellies, jams, compotes; Fruit leathers; Snack food products and snacks and other prepared food consisting of fruits.

Class 30 : Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; Flour and preparations made from cereals, bread, pastry and confectionery; Honey, treacle; Yeast, baking-powder; Salt, mustard; Vinegar, sauces (condiments); Spices; Crisps, Snacks, Muesli and Muesli bars; bars, Not included in other classes, including candy bars and bars containing chocolate.

Registered European Union Trade Mark No:013632161

Mark:MASTERS

Proprietor:4 Results Sp. z o.o.

ul. Gzegzólki 4

02-804 Warszawa

Poland

Date of Application:12/01/2015

Date of Registration:12/02/2016

Class 9 : Computer games and interactive computer games.

Class 16 : Books, including handbooks (manuals) and guides; Printed matter; Magazine; Periodical and occasional publications; Stationery; Folders; Booklets; Prospectuses; Catalogues; Information and advertising material; Calendars; Notepads; Clipboards.

Class 35 : Business management and organization consultancy; Professional business consulting; Strategic consultancy for businesses; Optimisation of business management processes; Commercial or industrial management assistance; Management assistance, including organisation change management but excluding change management relating to building a culture of health at work; Consultancy and assistance in developing leadership in an organisation; Development and implementation of incentive schemes for business management teams and staff with the exception of incentive schemes relating to building a culture of health at work; Business research; Business expertise; Cost price analysis; Market research and opinion polling; Marketing studies; Surveys; Business investigations; Business investigations; Advertising.

Class 41 : Development services for business management teams and staff; Development and implementation of development programmes for management teams and staff; Training courses and workshops relating to work organisation and management; Interactive workshops relating to work organisation and management; Conducting of training courses for management teams and staff in the form of developmental games; Individual and group coaching for business management teams and staff, none of the aforesaid services being related to building a culture of health at work; Vocational guidance; Education; Training (practical -); Coaching for individuals, including coaching relating to personal life and interpersonal relationships, and group coaching; Education information; Electronic publication of books and online periodicals; Providing of text, visual and audiovisual compositions, and multimedia files and programs via Internet portals and websites, namely providing of online publications; Desktop publishing; Providing of educational, training and coaching services via the Internet; Arranging and conducting of conferences, symposiums, seminars and congresses, other than/none of the aforesaid services relating to the use of business tests; Training in the field of psychological tests, psychological analyses and personality tests; Training relating to the use of cognitive tests, skills tests, efficiency tests, cultural analyses and satisfaction analyses.

2. This refusal is in respect of the following goods/services for which protection is sought: in classes 30,35 & 41
3. The holder may make representations in writing, or may request an extension of time for doing so, not later than 07/01/2020. A request for an extension of time received after that date may be granted at the discretion of the Controller.

4. If representations or a request for an extension of time are not received by the specified date, protection of the mark will be refused in respect of the goods/services listed in paragraph 2.
5. Representations to the Controller or a request for a hearing in relation to this notification of refusal must be accompanied by an address for service within the European Economic Area as required by Rule 10(1)(a) as amended by Statutory Instrument 410 of 2010; failure to furnish such address will result in the holder being deemed to have abandoned his request for protection.
6. If, following the receipt of representations, it is considered that the requirements for protection are met, the mark will be published in the Official Journal and protection of it will be subject to opposition and observations by third parties. A refusal based on opposition or observations received may subsequently be issued.
7. In the absence of any representations, the mark will be published in the Official Journal in respect of the remaining goods/services, i.e. other than those listed in paragraph 2, and protection of it will be subject to opposition and observations by third parties. A refusal based on opposition or observations received may subsequently be issued.
8. Date of refusal: **07 October 2019**

Yours faithfully



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**Frank Jordan**  
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