INTELLECTUAL PROPERTY OFFICE OF SINGAPORE

In reply please quote our reference
Our reference : 2019/6005171772T
Date : 15 October 2019
Writer's direct line : +65 63316578

WORLD INTELLECTUAL PROPERTY ORGANIZATION
INTERNATIONAL REGISTRATIONS DEPARTMENT
34, CHEMIN DES COLOMBETTES, 1211 GENEVA 20
SWITZERLAND

cc:
LEGO Juris A/S
c/o **ONE LEGAL LLC**
6 SHENTON WAY
#21-08 OUE DOWNTOWN 2
SINGAPORE 068809'
(Your ref.: RQ19-0013357/LEPIN & CHI CHA LOGO (COL) 28.IR - OPP (SP)[RQ])

Dear Sir/Madam

INTERNATIONAL REGISTRATION NO. 1453355
TRADE MARK NO. 40201904427Y
CASE NUMBER(S): C010140201904427Y
CASE TYPE: Trademark Opposition
BETWEEN LEGO Juris A/S
AND Shantou Chenghai Longjun Toy Factory

NOTIFICATION OF REFUSAL OF PROTECTION BASED ON OPPOSITION MADE PURSUANT TO RULE 17(1) TO (3) OF THE COMMON REGULATIONS UNDER THE MADRID AGREEMENT CONCERNING THE INTERNATIONAL REGISTRATION OF MARKS AND THE PROTOCOL RELATING TO THAT AGREEMENT

1. **Office making the notification:**

   Intellectual Property Office of Singapore

2. **International Registration Number:**

   1453355

3. **Singapore Trade Mark Number(s) issued by the Intellectual Property Office of Singapore for this international registration:**

   Singapore Trade Mark Number: 40201904427Y
   Class Number(s): 28

4. **Name of holder of the international registration:**

   Shantou Chenghai Longjun Toy Factory

5. **Grounds of the opposition:**

   Pursuant to the institution of opposition proceedings against the trade mark in the above international registration, we issue this refusal letter. The grounds of the opposition are set out

in the attached Statement(s) of Grounds filed together with Notice(s) of Opposition (Form(s) TM 11).

6. **Goods and/or services affected by the refusal:**

This refusal covers all the goods and/or services of the international registration,

7. **Information relating to subsequent procedure and deadline to observe:**

If the holder wishes to reply to the opposition, he must file a counter-statement and Singapore address for service in Form HC6 and the requisite fee for every class of goods or services in respect of which protection is opposed at the Intellectual Property Office of Singapore **within 4 months** from the date of this letter, i.e. by **15 February 2020**. At the same time, he must serve a copy of the counter-statement (Form HC6) on the opponent.

If the holder wishes to request for an extension of time to file his counter-statement (Form HC6), he must file Form HC3. At the same time, he must serve a copy of the Form HC3 on the opponent and every person likely to be affected by the extension.

The extended deadline which the Registrar may grant to file the counter-statement (Form HC6) shall not exceed 6 months from the date of this letter.

Form HC6, Form HC3 and the requisite fees payable are available at the e-services portal of the Intellectual Property Office of Singapore at http://www.ip2.sg

8. We also attach:

(a) Details of the conflicting marks upon which the opposition is based; and
(b) The relevant provisions of the Singapore Trade Marks Act.

9. Pursuant to Rule 16 of the Common Regulations under the Madrid Agreement concerning the International Registration of Marks and Protocol relating to that Agreement regarding opposition dates where there is an extension of opposition period, we wish to inform you that the opponent had on 22 August 2019 requested for an extension of time to file the Notice of Opposition. The request was granted and as such the full opposition period began on 12 July 2019 and ended on 12 November 2019.

Ms Yong Yoke Ching (Celine)
Assistant Registrar
Hearings & Mediation Department

Encl:Grounds of Opposition - TM11 - C010140201904427Y
Encl:Grounds of Opposition - Statement of Grounds - C010140201904427Y
Encl:Others - Details of conflicting marks
Encl:Others - Provisions of Singapore Law

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Intellectual Property Office of Singapore
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SINGAPORE TRADE MARKS ACT (CHAPTER 332)
TRADE MARKS RULES

FORM TM11	Notice of Opposition

5301

Pre-requisites:

a. *Please have a copy of the statement of grounds on which the notice of opposition is made ready.*

Estimated Time:

This form may take approximately 4 - 8 minutes to complete.

General

a. ** denotes mandatory field.*
b. *If this Form TM11 relates to an International Registration Designating Singapore, the international registration number must be given, in addition to the Application No., the Case No. and the Class No. For real-time status updates and changes to the international registration which may affect this notice, please refer to WIPO's Madrid Monitor at http://www.wipo.int/madrid/monitor/en/index.jsp.*
c. *The fee is payable on a per class basis.*
d. *If the declaration "A copy has been served on the other party at the same time" is not selected, the document will not be taken as filed.*

PART 1 Reference

Applicant/Agent Reference	RQ19-0013357/LEPIN & CHI CHA LOGO (COL) 28.IR - OPP (SP)[RQ]
IPOS Reference *(if applicable)*	

PART 2 Application No.*

Application No.*	40201904427Y
International Registration No.	1453355
Case No.	C010140201904427Y
Class No. this Opposition relates to*	28
Total No. of Classes this Opposition relates to	1

PART 3 Name of Applicant*

Note: If there is insufficient space, please use the continuation sheet in CS 1.

1	**UEN/ Company Code**	M00027698Q
	Name	Shantou Chenghai Longjun Toy Factory
	Sole Proprietor or Partner Name	

PART 4 Details of Opponent*

Note: If there is insufficient space, please use the continuation sheet in CS 1.

1	**UEN/ Company Code**	E00446981A
	Name	LEGO Juris A/S
	Block	
	Level	

Unit	
BuildingName	
StreetName	
PostalCode	
ForeignAddressLine1	7190 Billund, Denmark
ForeignAddressLine2	
ForeignAddressLine3	
NationalityorCountryIncorporation	Denmark
StateIncorporation	
Residency	
SoleProprietor	
POBoxNbr	
PostOfficeName	

PART 5 Request Type*

This opposition relates to *(Cross one box only)*	☒	a pending trade mark application
	☐	an amendment of a pending trade mark application after publication
	☐	an alternation of a registered trade mark
	☐	an amendment of regulations governing the use of a collective mark or certification mark

PART 6 Grounds of Opposition*

Grounds of Opposition *(Please Select)*	1)	Based on Absolute Grounds for Refusal of Registration
	☐	S7(1)(a) – mark does not satisfy the definition of a trade mark
	☐	S7(1)(b) – mark is not distinctive
	☐	S7(1)(c) – mark denotes the characteristics of goods or services such as quality, purpose, value, origin etc
	☐	S7(1)(d) – mark has become customary in the current language or in the bona fide and established practices of trade
	☐	S7(3)(a) – mark consists of a shape which results from nature of goods
	☐	S7(3)(b) – mark consists of a shape which is necessary to obtain a technical result
	☐	S7(3)(c) – mark consists of a shape which gives substantial value to goods
	☐	S7(4)(a) – mark is contrary to public policy or morality
	☐	S7(4)(b) – mark is deceptive

☐ S7(5) – use of the mark is prohibited by written law or rule of law

☒ S7(6) – application of the mark is made in bad faith

☐ S7(7) – mark contains or consists of a GI in respect of a wine or spirit

☐ S7(11) – mark contains or consists of a flag or emblem etc. of a Convention country/territory or an international organisation of which one or more Convention countries are members, protected under the Paris Convention or the TRIPS Agreement and contravenes Section 56 and/or Section 57

☐ S7(13) – mark contains or consists of the Singapore Crest, Presidential Coat of Arms, Royal Arms, etc and contravenes Rule 12 and/or mark consists of a name, initials etc of body corporate etc and contravenes Rule 13

☐ Others *(to input)*

2) Based on Relative Grounds for Refusal of Registration

☐ S8(1) – mark is identical to an earlier mark and is for identical goods or services

☐ S8(2)(a) – mark is identical to an earlier mark and is for similar goods or services

☒ S8(2)(b) – mark is similar to an earlier mark and is for identical or similar goods or services

☐ S8(3) – mark, applied on or before 1 July 2004, is identical with or similar to an earlier mark that is well known in Singapore and is for dissimilar goods or services

☒ S8(4)(b)(i) – mark, applied on or after 1 July 2004, is identical or similar to an earlier mark that is well known in Singapore

☒ S8(4)(b)(ii) – mark, applied on or after 1 July 2004, is identical or similar to an earlier mark that is well known to the public at large in Singapore

☒ S8(7)(a) – mark is prevented from use by virtue of any rule of law protecting an unregistered trade mark, in particular, the laws of passing off

☒ S8(7)(b) – mark is prevented from use by virtue of an earlier right, in particular, by virtue of the laws of copyright or law protecting designs

☐ Others *(to input)*

PART 7 Contact Details*

Note:

a. This part need not be filled up if the person's address in Part 3 is to be used as an address for service in Singapore.
b. The email address and telephone number provided are for contact purposes in case of query.
c. For the purpose of this proceeding, the official correspondence will be sent electronically via IP2SG.

Agent UEN/ Company Code	200503528K
Agent Name	ONE LEGAL LLC
Representative or C/O Name	
	Address for Service in Singapore Block/ House No. 6 Street Name SHENTON WAY Level - Unit 21-08 Building Name OUE DOWNTOWN 2 Postal Code 068809
Contact Person	Shawn Poon
Direct Telephone No.	62399333
Email Address	shawn.poon@onelegal.sg

PART 8 Attachments

Please attach a statement of grounds on which the notice of opposition is made.

PART 9 Declaration*

Declaration	**By Person Filing the Form** I do hereby declare that the information furnished above is true to the best of my knowledge. **By Agent** I do hereby declare that : i. I have been duly authorised to act as an agent on behalf of the person(s) filing this form. ii. The information furnished above on behalf of the person(s) filing this form is true to the best of the person(s)' knowledge.
	☐ A copy has been served on the other party at same time. *(applicable for National applications only)*
Name	SHAWN POON

Date ***(DD/MM/YYYY)***	08/10/2019

GST Information

The tax invoice will be issued to:

Name: LEGO Juris A/S

THE TRADE MARKS ACT ("TMA")
(Chapter 332)

In the Matter of Singapore Trade Mark Application No. 40201904427Y (International Registration No. 1453355) " " in Class 28 in the name of **Shantou Chenghai Longjun Toy Factory**

And

In the Matter of an Opposition thereto by **LEGO Juris A/S**

STATEMENT OF GROUNDS OF OPPOSITION

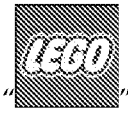
We, **LEGO Juris A/S** of 7190 Billund, Denmark (the "**Opponent**"), a company incorporated in Denmark, hereby give the grounds of our opposition to the registration of Singapore Trade Mark Application No. 40201904427Y (International Registration No. 1453355) " " in Class 28 (the "**Application Mark**"). The grounds of opposition are as follows:

I. About the Opponent

1. The Opponent is a subsidiary of The LEGO Group.

2. In 2016, The LEGO Group was ranked the world's largest toy manufacturer. The LEGO Group was also named by Reputation Institute as the 2nd Most Reputable Company in the world for the years 2017 and 2018.

II. The LEGO Group's goods and services

3. The LEGO Group manufactures, sells, and offers for sale, under the trade marks "**LEGO**" and "  " (the "**LEGO Logo**"), a popular line of construction / building toys which comprises interlocking plastic bricks ("**LEGO bricks**"), as well as an accompanying array of gears, mini-figures and various other parts and fittings. These products are well-known to both children and adults, both in Singapore and worldwide. Indeed, some of the LEGO

products are targeted at adults, including some of LEGO's highly technical and complex building sets, its Technics range, and its Architecture range (among others).

4. Since the LEGO bricks in its present form were launched in 1958, The LEGO Group has made more than 320 billion individual bricks. The LEGO bricks are so ubiquitous and well-regarded that it was named "Toy of the Century" in 2000 by Fortune magazine and the British Association of Toy Retailers. It was also named by TIME magazine in 2014 as the most influential toy of all time.

5. The LEGO Group commenced sales of its products in Singapore in 1962. It established LEGO Singapore in 1979, and commenced the marketing, advertising and promoting of its products in Singapore in 1979.

6. The LEGO Group's products are sold to consumers in Singapore through *inter alia* LEGO Certified Stores, department stores and major toy stores (such as Toys "R" Us), LEGO mono brand stores, and specialty toy stores.

7. The LEGO Group has enjoyed substantial sales of its LEGO-branded products in Singapore. Details of The LEGO Group's sales revenue of LEGO-branded products in Singapore are set out in the table below, which figures are private and confidential:

Year	Sales Revenue of LEGO-branded products in Singapore
2012	More than S$19 million
2013	More than S$25 million
2014	More than S$29 million
2015	More than S$36 million
2016	More than S$36 million
2017	More than S$30 million

Further details of The LEGO Group's sales figures may be submitted in due course in these proceedings.

8. The LEGO Group has, since 1979, extensively marketed and promoted its products in Singapore.

9. Details of The LEGO Group's advertising expenditure in Singapore (which are private and confidential) are set out in the table below:

Year	Advertising expenditure for LEGO-branded products in Singapore
2012	More than S$1 million
2013	More than S$1 million

2014	More than S$2 million
2015	More than S$3 million
2016	More than S$3 million
2017	More than S$3 million

Further details of The LEGO Group's advertising expenditure may be submitted in due course in these proceedings.

10. Details of The LEGO Group's worldwide sales revenue and advertising expenditure (which are private and confidential) are set out in the following table:

Year	Sales Revenue (Approximate figures, in SGD)	Advertising expenditure (Approximate figures, in SGD)
2012	More than S$5 billion	More than S$500 million
2013	More than S$7.5 billion	More than S$650 million
2014	More than S$6 billion	More than S$750 million
2015	More than S$7.5 billion	More than S$800 million
2016	More than S$8 billion	More than S$1 billion
2017	More than $7 billion	
2018	More than S$7.5 billion	

11. Further details of The LEGO Group's advertising and marketing efforts may be submitted in due course in these proceedings.

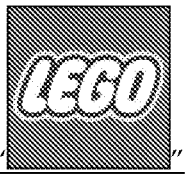
12. The LEGO Group has, up to the present, continued to introduce new products in Singapore, under its house mark "LEGO" and a variety of secondary marks including "DUPLO", "TECHNIC", "CITY", "FRIENDS", "NINJAGO" and "BIONICLE". The LEGO Group has also released products under collaborations with or license by third party brands, such as "STAR WARS" and "DISNEY". Further details of The LEGO Group's products will be submitted as evidence in due course in these proceedings.

III. <u>The LEGO Group's trade marks</u>

<u>LEGO</u>

13. The LEGO Group created the trade mark "**LEGO**" in 1934, from the Danish words "Leg Godt" meaning "play well", and also discovered that in Latin the word means "I put together". The LEGO Group's trade mark "'LEGO" is therefore an *invented* word, and as a result enjoys a high degree of distinctive character. In 2017, Brand Finance named "**LEGO**" the world's most powerful brand. Various courts and intellectual property offices around the world have considered "**LEGO**" to be a well-known trade mark.

14. The LEGO Group's trade mark "**LEGO**" has been used in Singapore ever since 1962, and since 1979 has been extensively used by The LEGO Group in the marketing and promotion of its products in Singapore. Paragraphs 1 to 13 above are repeated. As a result of such long and widespread use in Singapore, the Opponent's mark "**LEGO**" is well-known to the public at large in Singapore.

The LEGO Logo "  "

15. The LEGO Logo was created by The LEGO Group and was first published in 1973. It consists of The LEGO Group's invented trade mark "**LEGO**" depicted in white bubble-shaped font enclosed by a thin outline of black which is in turn enclosed by a thin outline of yellow, centrally placed within a red background in the shape of a square.

16. The LEGO Group has continuously used its LEGO Logo ever since 1973 to the present, and has consistently and extensively used its LEGO Logo including (but not limited to) use in the following manner:
    a. Use of the LEGO Logo on the packaging and boxes of its products;
    b. Use of the LEGO Logo on its manuals;
    c. Use of the LEGO Logo on its brochures and catalogues;
    d. Use of the LEGO Logo on its marketing and advertising collaterals and materials;
    e. Use of the LEGO Logo on its website(s).

17. By virtue of such continuous, extensive and consistent use of the LEGO Logo by The LEGO Group for such a long period of time stretching more than 40 years and considering the invented nature of the "**LEGO**" trade mark, the LEGO Logo is **extremely distinctive** of The LEGO Group and is well-known to the public at large in Singapore as being a trade mark of The LEGO Group.

18. Indeed, the colour arrangement and structure of the LEGO Logo as set out in paragraph 15 above (which has been consistently and extensively used by The LEGO Group for a long period of time) contributes to the inherent and enhanced level of distinctiveness enjoyed by the LEGO Logo and to its distinctive character. Children of all ages are drawn to and recognise the prominent red square shape and the combination of red-and-white in the LEGO Logo as a badge of origin that the goods bearing the same originate from The LEGO Group, and some children may even purchase LEGO products on the basis of the LEGO Logo's red square shape and red-and-white combination.

"乐 高"

19. It is widely known that the Mandarin version of "**LEGO**" is "乐 高". This Mandarin word "乐高" was created by the Opponent and used by the Opponent ever since the 1980s (or before) as its Mandarin trade mark and is a Mandarin transliteration of "**LEGO**". The Mandarin word "乐高" as a whole does not have any established meaning in the Mandarin language (apart from being a trade mark of the Opponent). Further, the Mandarin individual characters "乐" and "高" are never used in conjunction with each other, save and apart from the use by the Opponent as the trade mark "乐 高". In other words, the combination of "乐" and "高" is distinctive and unique to the Opponent.

20. The Opponent's mark "乐 高" has also been widely used and promoted in Singapore, including (but not limited to) the following:
    a. On the Mandarin version of the Resorts World Sentosa Lego Certified Store (https://www.rwsentosa.com/zh-cn/retail/lego);
    b. On the Mandarin version of iShopChangi (https://zh.ishopchangi.com/brand/lego#1)
    c. On the Mandarin version of DFS Singapore's website (https://www.dfs.com/cn/singapore/brands/lego);
    d. On e-commerce websites in Singapore such as ComenBuy (http://www.comenbuy.com.sg/shop/Product_list.jhtml?searchType=keys&productScope=&pager.keyword=%E4%B9%90%E9%AB%98);
    e. On various press articles by Lianhe Zaobao and Lianhe Wanbao such as the following:
        (i) https://www.zaobao.com.sg/realtime/china/story20180901-887644
        (ii) https://www.zaobao.com.sg/zvideos/lifestyle/story20170513-759787
        (iii) https://www.zaobao.com.sg/zvideos/lifestyle/story20170427-753405
        (iv) https://www.zaobao.com.sg/realtime/world/story20170108-711167
        (v) https://www.wanbao.com.sg/keywords/le-gao
        (vi) https://zshop.zaobao.sg/blogs/readersclub/250-9-10

21. The Opponent has used the "乐 高" in Singapore for a substantial period of time. By virtue of such use of the Opponent's mark "乐 高", the Opponent avers that the said mark is well-known to the public in Singapore.

IV. The Opponent's Registered Rights

22. The Opponent is the owner of numerous trade mark registrations and applications worldwide, including (but not limited to) the following Singapore trade mark registrations:

a. For the word mark "**LEGO**":

TM No.	Mark	Specification of Goods and Services
T7979160H	**LEGO**	Class 20 Furniture; articles made of plastics not included in other Classes and celluloid articles and substitutes included in Class 20.
T6435007D	**LEGO**	Class 28 Games and playthings.
T9000246J	**LEGO**	Class 24 Textile articles, tissues (piece goods) and curtains, all included in Class 24.
T8303451D	**LEGO**	Class 30 Cereal preparations, confectionery, ices, frozen confections, bread, biscuits, cakes, jam, honey and sweets.
T8303450F	**LEGO**	Class 27 Non-textile wallhangings, wallpaper, mats included in Class 27, floor coverings for existing floors.
T8303449B	**LEGO**	Class 19 Building materials, natural and artificial stone, cement, lime, mortar, plaster and gravel; pipes of earthenware or cement; road-making materials; asphalt, pitch and bitumen; portable buildings; stone monuments; chimney pots.
T8303448D	**LEGO**	Class 18 Umbrellas and parasols; bags included in Class 18 incorporating draw cords, carrying bags, haversacks, trunks and cases included in Class 18.
T8303447F	**LEGO**	Class 15 Musical Instruments.
T8303446H	**LEGO**	Class 11 Irrigation apparatus; installations and apparatus, all for domestic and/or household use; all included in Class 11 and made wholly or principally from plastics materials.
T8303445Z	**LEGO**	Class 9 Radio apparatus, sound and/or video recordings; magnetic tapes and discs, cassettes for the aforesaid tapes and discs, all for making video and/or sound recordings; gramophones, record players; photographic and cinematographic films prepared for exhibition, diapositives for projection; photographic and cinematographic film projectors; teaching apparatus and instruments; electrical amusement apparatus included in Class 9; electronic games for use with television apparatus; computer programs.

T8303444A	**LEGO**	Class 3 Non-medicated toilet preparations, cosmetic preparations, preparations for the hair; toothpaste; soaps; shampoos.
T7979162D	**LEGO**	Class 25 Hats, caps, aprons, blouses, ties, tabards, jumpers, skirts, trousers, jackets, shirts and scarves.
T7979161F	**LEGO**	Class 22 Bags (textile) not included in other classes, sacks, all being goods included in Class 22.
T7979159D	**LEGO**	Class 16 Printed matter, newspapers, books, brochures, periodicals, advertisement paper, photographs, time-tables, labels, notepaper (stationery) sold in cube form, paper bags, bags of plastic, instructional and teaching material (other than apparatus).

b. For the LEGO Logo:

TM No.	Mark	Specification of Goods and Services
T9607315G		Class 25 Coats; overcoats; overalls; jackets; vests; waistcoats; pants; sweatpants; jeans; trousers; skirts; dresses; suits; shirts; T-shirts; sweatshirts; jumpers; jerseys; sweaters; underpants; undershirts; babies' diapers and napkins of textile; babies' pants; pyjamas; nightgowns; dressing gowns; bath robes; bathing suits; bathing trunks; swimsuits; gloves; caps; hats; neckties; scarves; shawls; socks; stockings; tights; leggings; suspenders; belts; shoes; sandals; boots and slippers; all included in Class 25.
T9208394H		Class 28 Toys, games and playthings.
T7359649H		Class 28 Games and playthings.
T7359648Z		Class 20 Furniture and articles made of plastic included in Class 20.
T7359647A		Class 16 Paper and paper articles, cardboard and cardboard articles, printed matter, instructional and teaching material (other than apparatus).
T0908236E		Class 9 Scientific, nautical, surveying, electric and electronic, photographic, cinematographic, optical, weighing,

		measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments (included in this class); apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; software. <u>Class 16</u> Paper, cardboard and goods made from these materials (included in this class); printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (included in this class); printers' type; printing blocks. <u>Class 25</u> Clothing, footwear, headgear. <u>Class 28</u> Games and playthings; gymnastic and sporting articles (included in this class); decorations for Christmas trees. <u>Class 41</u> Education; providing of training; entertainment; sporting and cultural activities.
T0908213F	LECO	<u>Class 3</u> Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices. <u>Class 14</u> Precious metals and their alloys and goods in precious metals or coated therewith (included in this class); jewellery, precious stones; horological and chronomeric instruments. <u>Class 18</u>

		Leather and imitations of leather, and goods made of these materials (included in this class); animal skins, hides; trunks and travelling bags; umbrellas, parasols and walking sticks; whips, harness and saddlery. <u>Class 20</u> Furniture, mirrors, picture frames; goods (included in this class) of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics. <u>Class 21</u> Household or kitchen utensils and containers (not of precious metal or coated therewith); combs and sponges; brushes (except paint brushes); brush-making materials; articles for cleaning purposes; steelwool; unworked or semi-worked glass (except glass used in building); glassware, porcelain and earthenware not included in other classes. <u>Class 24</u> Textiles and textile goods, (included in this class); bed and table covers. <u>Class 27</u> Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile). <u>Class 30</u> Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals; bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice. <u>Class 43</u> Services for providing food and drink; temporary accommodation.
T0610693Z	LECO	<u>Class 25</u> Coats; overcoats; overalls; jackets; vests; waistcoats; pants; sweatpants; jeans; trousers; skirts; dresses; suits; shirts; T-shirts; sweat-shirts; jumpers; jerseys; sweaters; underpants; undershirts; babies' diapers and napkins of textile; babies' pants; pyjamas; nightgowns; dressing gowns; bath robes; bathing suits; bathing trunks; swimsuits; gloves; caps; hats; neckties; scarves;

		shawls; socks; stockings; tights; leggings; suspenders; belts; shoes; sandals; boots and slippers; all included in class 25.
T0500316I	LEGO	Class 20 Furniture; articles made of plastics not included in other classes and celluloid articles and substitutes included in class 20.
T0409254J	LEGO	Class 41 Education; providing of training; entertainment; sporting and cultural activities; schools, learning centers, kindergartens, holiday camp services (entertainment), sport camp services, arranging and conducting of seminars, play rooms, party planning (entertainment); all included in Class 41.
T0409253B	LEGO	Class 16 Instructional and teaching material (except apparatus), books, printed matter, manuals, guidelines, school supplies, blackboards, pictures, stickers, signboards of paper; all included in Class 16.

c. For the Mandarin version of the LEGO mark i.e. "乐 高":

TM No.	Mark	Specification of Goods and Services
T0410605C	乐 高	Class 41 Education; providing of training; entertainment; sporting and cultural activities; schools, learning centers, kindergartens, holiday camp services (entertainment), sport camp services, arranging and conducting of seminars, play rooms, party planning (entertainment); all included in Class 41.
T0410604E	乐 高	Class 16 Instructional and teaching material (except apparatus), books, printed matter, manuals, guidelines, school supplies, blackboards, pictures, stickers, signboards of paper; all included in Class 16.
T8303209J	樂 高	Class 28 Toys, games and playthings.

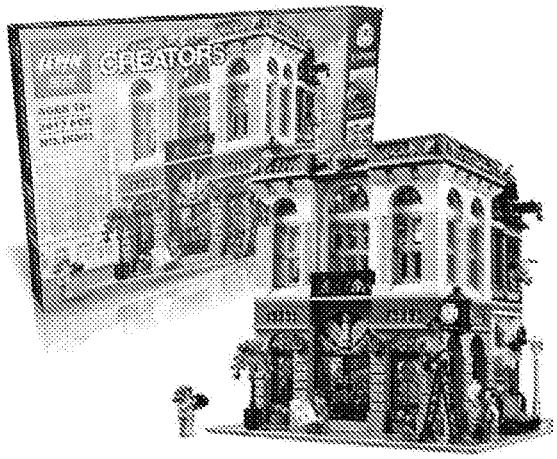
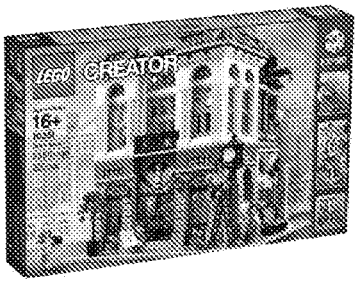
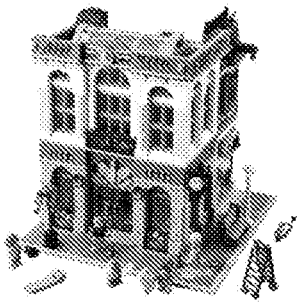
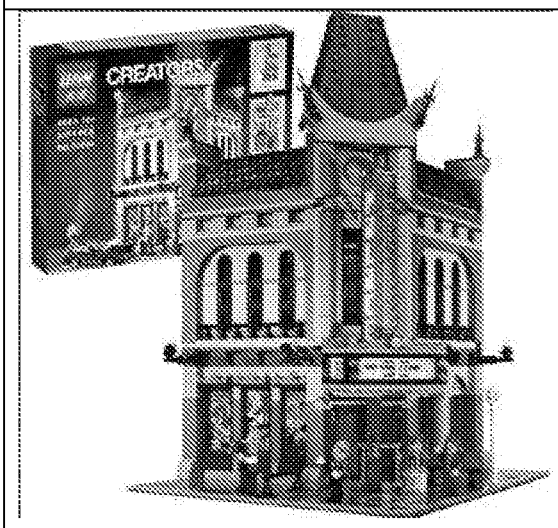
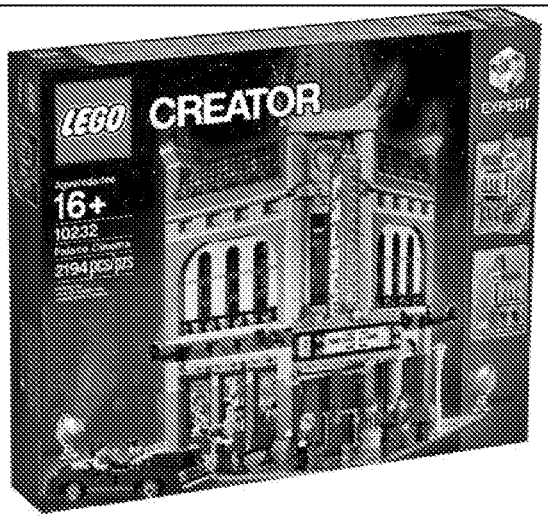
The above marks are collectively referred to as the "**LEGO Marks**".

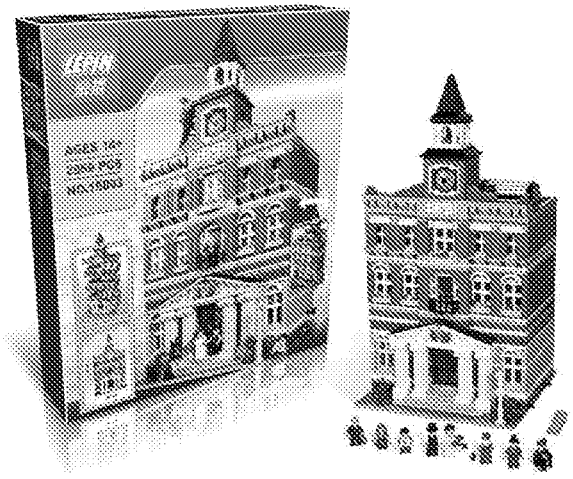
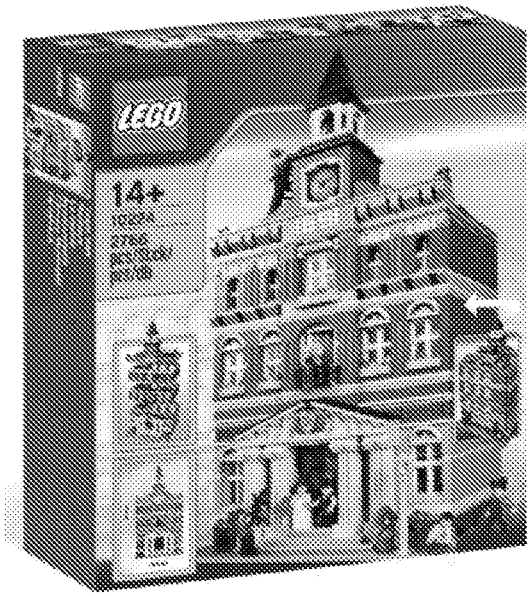
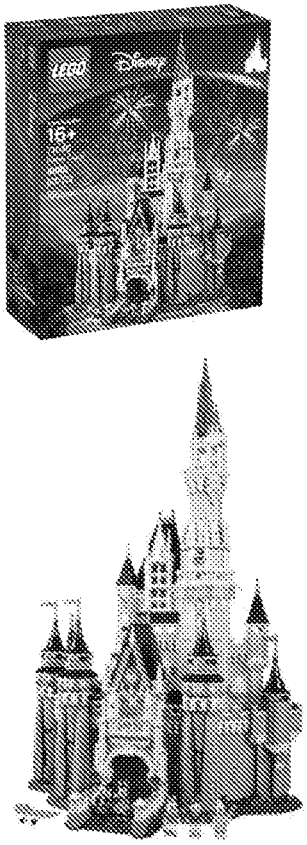
23. All of the LEGO Marks listed above are valid and subsisting at all material times, and each of the aforesaid is an "*earlier trade mark*" in relation to the Application Mark under the TMA.

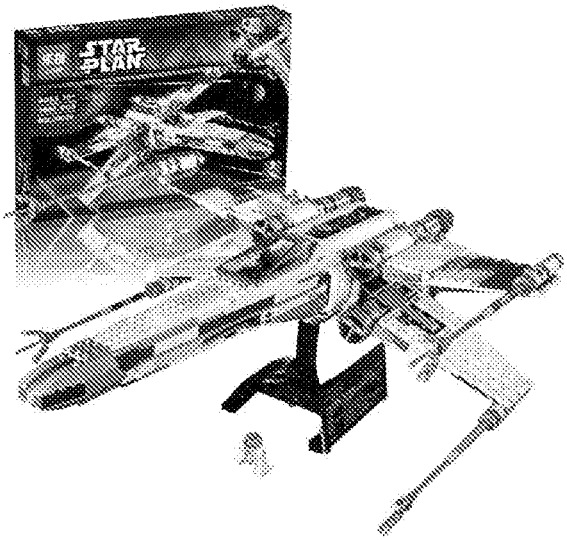
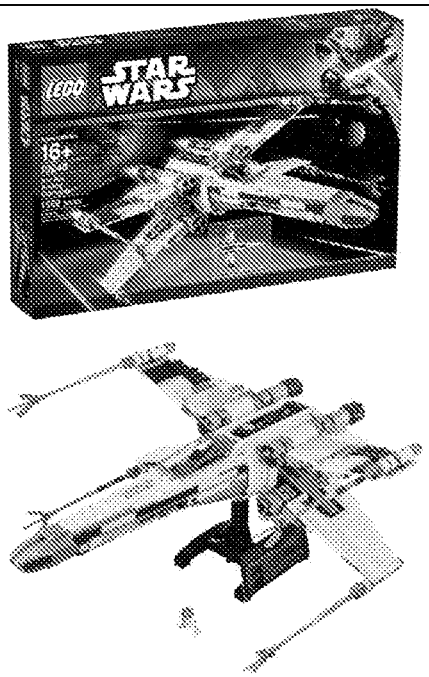
V. About the Applicant and the Application Mark

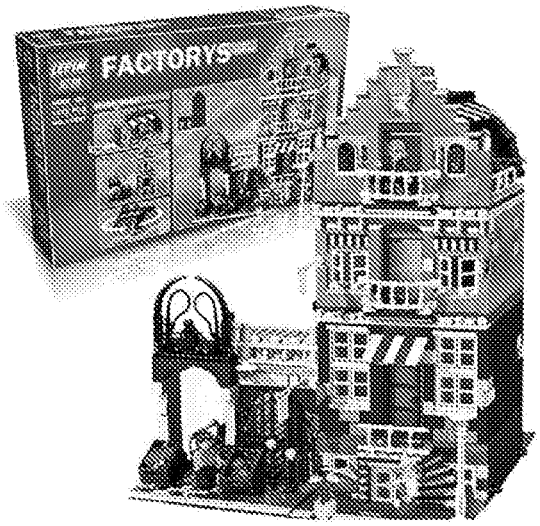
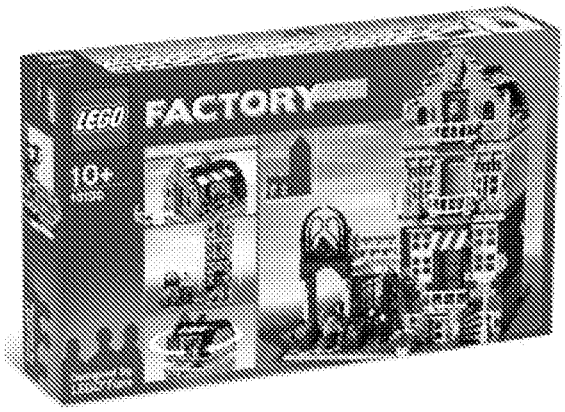
24. To the best of the Opponent's knowledge, the Applicant manufactures and retails a range of construction / building toys and other accompanying products such as minifigures. According to the Applicant's website at http://lepinworld.com, the Applicant describes its *"brand positioning"* as being a *"Top Leader in China's Building Block Culture"*, and states that they must *"provide China with more building blocks and building blocks derivatives that we can consume"*.

25. The Applicant's products are clear and obvious imitations / knockoffs of The LEGO Group's products and the copying even extends to the Applicant's packaging. The following non-exhaustive examples are set out below for illustrative purposes:

Examples of the Applicant's imitation products	The original products from The LEGO Group
 LEPIN 15001 "Brick Bank"	  LEGO 10251 "Brick Bank"
	

LEPIN 15006 "Palace Cinema"	LEGO 10232 "Palace Cinema"
 LEPIN 15003 "The town hall"	 LEGO 10224 "Town hall"
LEPIN 16008 "Disney Castle Cinderella"	 LEGO 71040 "The Disney Castle"

 LEPIN 05039 "The X Wing Red Fighter"	 LEGO 10240 "Red Five X-wing Starfighter"
 LEPIN 15005 City Grand Emporium	 LEGO 10211 "Grand Emporium"

 LEPIN 15007 "Market Street"	 LEGO 10190 "Market Street"

Further evidence of the Applicant's knock-off imitation products may be adduced in due course.

26. In April 2019, the Applicant was raided by the authorities in China after it was discovered to be allegedly manufacturing counterfeit / knock-off LEGO products. The raid uncovered approximately US$30 million worth of counterfeit / knock-off LEGO products. It was also reported that the Applicant manufactured its toy products from The LEGO Group's blueprints. The LEGO Group has also successfully opposed and/or invalidated the Applicant's trade mark applications in various jurisdictions, including but not limited to Chinese Trade Mark No. 21693052 (being the base application of this International Registration 1453355 designating Singapore) and UK Trade Mark Registration No. 3236070.

27. The Applicant has applied to register the Application Mark in Singapore for the following goods in Class 28:

> <u>Class 28</u>
> Intelligent toys; toys started by laser; toy models; toy vehicles; controllers for toys; scale model kits [toys]; toys; building blocks [toys]; scale model vehicles; radio-controlled toy vehicles.
> (collectively, the "**Application Goods**")

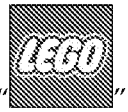
28. The Application Mark was advertised in the Singapore Trade Marks Journal No. 28 of 2019 dated 12 July 2019 at page 155.

29. The Opponent seeks to oppose the registration of the Application Mark in relation to the Application Goods on the grounds set out below.

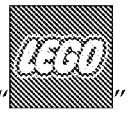
VI. Grounds of Opposition – Section 8(2)(b) of the TMA

30. The registration of the Application Mark is contrary to and should be refused under Section 8(2)(b) of the TMA.

Reliance on the Opponent's prior registration T0908236E

31. For the purpose of Section 8(2)(b) TMA, the Opponent seeks to rely on its prior registration for the LEGO Logo i.e. T0908236E "  ". Paragraphs 15 to 18 above are repeated.

Similarity of marks

32. The Opponent avers that the Application Mark " " is similar to its prior registration for the LEGO Logo i.e. T0908236E "  ", on the basis that:

a. The LEGO Logo is extremely distinctive in relation to toys and games by virtue of its extensive, widespread and long continuous use in Singapore, and paragraphs 15 to 18 above are repeated. Accordingly, the LEGO Logo enjoys a higher threshold before a competing mark (i.e. the Application Mark) will be considered dissimilar to it, and the Opponent avers that this threshold has not been met.

b. The Application Mark is structurally similar to the LEGO Logo, in that the Application Mark also contains white bubble-shaped font lettering enclosed by a thin outline of black which is in turn enclosed by a thin outline of yellow, centrally placed within a red background in the shape of a square. There is therefore a large degree of visual similarity between the Application Mark and the LEGO Logo.

c. In relation to the English letters in the Application Mark, the commencing two letters "LE" (which assume greater importance) are identical to the commencing two letters in the LEGO Logo, which contributes to the visual similarity and aural similarity between the marks.

d. The first Mandarin character "乐" of the Application Mark is likely to be recognised and pronounced by Mandarin readers as "LE" which is identical to the first two letters "LE" in the LEGO Logo. Consumers familiar with the Mandarin language will draw

a link between the Mandarin character "乐" and the first two letters "LE" in the LEGO Logo.

e. There is substantial aural similarity between the marks by virtue of the common first syllable of both the Application Mark and the LEGO Logo i.e. "LE", and such overlap assumes greater importance being the commencing syllable of the marks.

Identity and/or similarity of goods

33. The Opponent avers that the Application Goods are identical to those for which T0908236E is protected, as the goods claimed under T0908236E *viz* "games and playthings" encompasses the Application Goods as seen from the following comparison:

Application Goods under the Application Mark	Goods protected under T0908236E
Class 28 Intelligent toys; toys started by laser; toy models; toy vehicles; controllers for toys; scale model kits [toys]; toys; building blocks [toys]; scale model vehicles; radio-controlled toy vehicles.	Class 28 **Games and playthings**; gymnastic and sporting articles (included in this class); decorations for Christmas trees.

If the Application Goods are not found to be identical to those protected under T0908236E, they are, at the very least, extremely similar.

Likelihood of confusion

34. As a result of the similarity of the marks as set out in paragraph 32 and the identity and/or similarity of the goods as set out in paragraph 33, the Opponent avers that there exists a likelihood of confusion on the part of the public.

35. The Opponent avers that the Applicant – in creating the Application Mark – has intentionally copied The LEGO Group's LEGO Logo in terms of reproducing (in the Application Mark) the LEGO Logo's structural features i.e. the white bubble-shaped font lettering enclosed by a thin outline of black which is in turn enclosed by a thin outline of yellow, centrally placed within a red background in the shape of a square. This reproduction clearly shows that the Applicant unequivocally **intends** to deceive and confuse consumers in the marketplace.

36. Further, children are one of the likely consumers of the goods in question. As stated in paragraph 18 above, children are likely to be the drawn to and recognise the prominent red square shape and the red-and-white combination of the LEGO Logo as an indication that the goods bearing the same originate from The LEGO Group, and some may even purchase LEGO products on the basis of the LEGO Logo's red square shape and red-and-white combination. When such consumers perceive the same red square shape and the red-and-white combination in the Application Mark, they are likely to mistake the Application Goods (being toys) bearing the Application Mark as originating from The LEGO Group or from a source economically related to The LEGO Group, when such is not the case.

37. The Opponent therefore avers that there exists a likelihood of confusion on the part of the public that the Application Goods under the Application Mark originate from The LEGO Group or from a source economically related to The LEGO Group, on the basis of (but not limited to) the following:

    a. That the goods in question are identical (especially considering that the Applicant's products are direct imitations and knock-offs of The LEGO Group's products as set out in paragraphs 24 to 26 above);

    b. The extremely high level of distinctiveness of the LEGO Logo which is well-known to the public at large;

    c. The strong similarities between the Application Mark and the LEGO Logo especially in terms of:
        (i) the structural similarities between the marks;
        (ii) the common colour arrangement between the marks;
        (iii) the common "LE" word element.

<u>Reliance on the Opponent's prior registration T8303209J</u>

Similarity of marks

38. The Opponent avers that the Application Mark " " is similar to its prior registration T8303209J "樂 高", on the basis that:

    a. The first (and therefore more prominent) Mandarin character of the Application Mark "乐" is identical to the first (and therefore more prominent) Mandarin character of T8303209J, with the only difference being that T8303209J is written in traditional

Chinese characters while the Application Mark is written in simplified Chinese characters;

b. There is substantial aural similarity between the marks by virtue of the common first syllable of both marks i.e. "LE", and such overlap assumes greater importance being the commencing syllable of the marks;

c. There is also some conceptual similarity between the marks:

(i) The Opponent's mark "樂 高" as a whole does not have any established meaning in the Mandarin language as set out in paragraph 19 above. However, the individual Mandarin characters which comprise the Opponent's mark all have definite meanings. The Mandarin character "乐/樂" means "to laugh", "happy", "cheerful", and the Mandarin character "高" means "high", "tall", "above average". Accordingly, the Opponent's mark conveys laughter, cheerfulness, and height.

(ii) The Chinese characters in the Application Mark are "乐" and "拼". As set out above, the Mandarin character "乐/樂" means "to laugh", "happy", "cheerful". The Mandarin character "拼" means "to spell", "to piece / join together", and "risk".

Both marks commence with the Chinese character "乐/樂", and therefore convey the same or similar meaning as a whole i.e. that of happiness, laughter and cheerfulness.

d. By virtue of the high level of distinctiveness of the "樂 高" mark as a result of its extensive, widespread and long continuous use in Singapore, it enjoys a higher threshold before a competing mark (i.e. the Application Mark) will be considered dissimilar to it. The Opponent avers that this threshold has not been met;

Identity and/or similarity of goods

39. The Opponent avers that the Application Goods are identical to those for which T0908236E is protected, as the goods claimed under T8303209J *viz* "toys, games and playthings" encompasses the Application Goods as seen from the following comparison:

Application Goods under the Application Mark	Goods claimed under T8303209J
<u>Class 28</u> Intelligent toys; toys started by laser; toy models; toy vehicles; controllers for toys; scale model kits [toys]; toys; building	<u>Class 28</u> **Toys, games and playthings.**

blocks [toys]; scale model vehicles; radio-controlled toy vehicles.	

If the Application Goods are not found to be identical to those protected under T8303209J, they are, at the very least, extremely similar.

Likelihood of confusion

40. As a result of the similarity of the marks as set out in paragraph 38 and the identity and/or similarity of the goods as set out in paragraph 39, the Opponent avers that there exists a likelihood of confusion on the part of the public.

VII. Grounds of Opposition – Section 8(4)(b)(i) of the TMA

41. The registration of the Application Mark is contrary to and should be refused under Section 8(4)(a) and Section 8(4)(b)(i) of the TMA.

Reliance on the LEGO Logo

42. The LEGO Group's LEGO Logo " " is well-known to the public in Singapore. Paragraphs 1 to 18 above are repeated.

Similarity of marks

43. The Application Mark is similar to The LEGO Group's LEGO Logo " ", and paragraph 32 is repeated.

Use of the Application Mark in relation to the Application Goods would indicate a connection between the Application Goods and The LEGO Group and is likely to damage the interests of The LEGO Group

44. The Opponent avers that the use of the Application Mark in relation to the Application Goods (being toys) would indicate a confusing connection between the Application Goods and The LEGO Group and is likely to damage the interests of The LEGO Group.

45. The LEGO Group is a leader in the toys and games industry and was ranked the world's largest toy manufacturer. The LEGO Logo is well-known in relation to toys and games, especially building / construction toys. The use of the Application Mark in relation to the Application Goods (especially considering that the Applicant's building / construction toys

are clear imitations / knock-offs of The LEGO Group's products) would therefore lead to a likelihood of confusion on the part of the public. Paragraphs 34 to 37 above are repeated.

Reliance on The LEGO Group's well known "乐 高" mark

46. The LEGO Group's mark "乐 高" is well-known to the public in Singapore, and paragraphs 1 to 12 and 19 to 21 above are repeated.

Similarity of marks

47. The Application Mark is similar to The LEGO Group's well-known "乐 高" mark, in that:

a. The first (and therefore more prominent) Mandarin character of the Application Mark "乐" is identical to the first (and therefore more prominent) Mandarin character of the "乐 高" mark;

b. There is substantial aural similarity between the marks by virtue of the common first syllable of both marks i.e. "LE", and such overlap assumes greater importance being the commencing syllable of the marks;

c. There is also some conceptual similarity between the marks:

(i) The mark "乐 高" as a whole does not have any established meaning in the Mandarin language as set out in paragraph 19 above. However, the individual Mandarin characters which comprise the "乐 高" mark all have definite meanings. The Mandarin character "乐" means "to laugh", "happy", "cheerful", and the Mandarin character "高" means "high", "tall", "above average". Accordingly, the "乐 高" mark conveys laughter, cheerfulness, and height.

(ii) The Mandarin characters in the Application Mark are "乐" and "拼". As set out above, the Mandarin character "乐" means "to laugh", "happy", "cheerful". The Mandarin character "拼" means "to spell", "to piece / join together", and "risk".

Both marks commence with the Mandarin character "乐", and therefore convey the same or similar meaning as a whole i.e. that of happiness, laughter and cheerfulness;

d. By virtue of the high level of distinctiveness of the "乐 高" mark as a result of its extensive, widespread and long continuous use in Singapore, it enjoys a higher

threshold before a competing mark (i.e. the Application Mark) will be considered dissimilar to it. The Opponent avers that this threshold has not been met.

Use of the Application Mark in relation to the Application Goods would indicate a connection between the Application Goods and The LEGO Group and is likely to damage the interests of The LEGO Group

48. The Opponent avers that the use of the Application Mark in relation to the Application Goods (being toys) would indicate a confusing connection between the Application Goods and The LEGO Group and is likely to damage the interests of The LEGO Group. The LEGO Group's "乐高" mark is well-known in relation to toys and games, especially building toys. The use of the Application Mark in relation to the Application Goods (especially considering that the Applicant's building toys are clear imitations / knock-offs of The LEGO Group's products) would therefore lead to a likelihood of confusion on the part of the public and is likely to damage the interests of The LEGO Group.

VIII. Grounds of Opposition – Section 4(a)(b)(ii)(A) of the TMA

49. The registration of the Application Mark is contrary to and should be refused under Section 8(4)(a) and Section 8(4)(b)(ii)(A) of the TMA.

Reliance on The LEGO Group's LEGO Logo "LEGO"

50. The LEGO Group's LEGO Logo "LEGO" is well-known to the public at large in Singapore. Paragraphs 1 to 18 above are repeated.

Similarity of marks

51. The Application Mark "千拼 QEPIN" is similar to The LEGO Group's LEGO Logo "LEGO", and paragraph 32 is repeated.

Use of the Application Mark in relation to the Application Goods would cause dilution in an unfair manner of the distinctive character of The LEGO Group's LEGO Logo

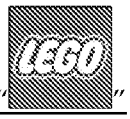
52. The Opponent avers that the use of the Application Mark in relation to the Application Goods (being toys) would cause dilution in an unfair manner of the distinctive character of The LEGO Group's well-known LEGO Logo, in that:

    a. the use of the Application Mark (which is similar to The LEGO Group's LEGO Logo), with its similar red-square shape containing similar white bubble-font lettering similarly surrounded by borders of black and white and similarly commencing with the letters "LE", would likely reduce or erode the strong capacity of The LEGO Group's well-known LEGO Logo to exclusively identify and distinguish the goods and services of The LEGO Group. The use of the Application Mark in relation to the Applicant's products which are identical to and in fact constitute clear imitations / knock-offs of The LEGO Group's products would damage the ability of the LEGO Logo to arouse immediate association with The LEGO Group's products; and

    b. the use of the Application Mark (which is similar to The LEGO Group's LEGO Logo) is likely to be detrimental to the reputation of The LEGO Group's well-known LEGO Logo, due to the fact that the Application Mark is used or intended to be used in relation to the Applicant's products which are of poor or lower quality (compared to The LEGO Group's products) and may also potentially contain toxins and/or hazardous chemicals. Such use of the Application Mark is therefore likely to damage the attractive quality and reputation of the LEGO Logo.

IX. Grounds of Opposition – Section 4(a)(b)(ii)(B) of the TMA

53. The registration of the Application Mark is contrary to and should be refused under Section 8(4)(a) and Section 8(4)(b)(ii)(B) of the TMA.

Reliance on The LEGO Group's LEGO Logo "  "

54. The LEGO Group's LEGO Logo " " is well-known to the public at large in Singapore. Paragraphs 1 to 18 above are repeated.

Similarity of marks

55. The Application Mark " " is similar to The LEGO Group's LEGO Logo " " and paragraph 32 is repeated.

Use of the Application Mark in relation to the Application Goods would take unfair advantage of the distinctive character of The LEGO Group's LEGO Logo

56. The Opponent avers that the Applicant's use of the Application Mark in relation to the Application Goods would take unfair advantage of the distinctive character of the LEGO Logo.

57. The LEGO Group is the market leader in building / construction toys and paragraphs 1 to 12 above are repeated. The Applicant also manufactures and retails building / construction toys, and the Applicant's products are clear and obvious imitations / knock-offs of The LEGO Group's products. Paragraphs 24 to 26 above are repeated.

58. The Applicant's acts as set out in paragraphs 24 to 26 above and its copying – in the Application Mark – of the LEGO Logo's colour arrangement and structure as set out in paragraph 35 above show that the Applicant subjectively intended to benefit from, "free-ride" on, and exploit the power of attraction, reputation and prestige of the LEGO Logo and to exploit the marketing efforts of The LEGO Group without any financial compensation.

59. In any case, even if subjective intention is not taken into account, the Opponent avers that the Applicant's use of the Application Mark in relation to the Application Goods would take unfair advantage of the distinctive character of the LEGO Logo and in this regard avers the following:

    a. The LEGO Logo has an extremely high level of distinctive character, and has an immense reputation by virtue of its widespread, consistent and long continuous use. Paragraphs 1 to 18 above are repeated.

    b. There is a high degree of similarity between the Application Mark and the LEGO Logo and paragraph 32 is repeated.

    c. The Applicant's goods for which the Application Mark is used or intended to be used are in fact clear imitations / knock-offs of The LEGO Group's products, and paragraphs 24 to 26 above are repeated. The competing goods are therefore identical.

    d. Use of the Application Mark with its similar red-square shape containing similar bubble-shaped font lettering similarly enclosed by a thin outline of black which is in

turn similarly enclosed by a thin outline of yellow (as with the LEGO Logo) would lead consumers perceiving the Application Mark to think of the LEGO Logo, especially considering that the Application Mark is used or intended to be used by the Applicant in relation to products which are clear imitations / knock-offs of The LEGO Group's products and are packaged in very similar or identical packaging as those of The LEGO Group.

X. Grounds of Opposition – Section 8(7)(a) of the TMA

60. The registration of the Application Mark is contrary to and should be refused under Section 8(7)(a) of the TMA.

61. The LEGO Group has conducted business in Singapore ever since 1962. It enjoys goodwill in Singapore.

62. The LEGO Group's LEGO Logo "LEGO" and its trade mark "乐 高" are distinctive of The LEGO Group and are associated with The LEGO Group's goodwill.

63. The Application Mark is similar to The LEGO Group's LEGO Logo "LEGO" and paragraph 32 above is repeated.

64. The Application Mark is also similar to The LEGO Group's mark "乐 高" and paragraph 47 above is repeated.

65. The Applicant is clearly engaged in the business of manufacturing and selling imitations / knockoffs of The LEGO Group's products (including the packaging), and paragraphs 24 to 26 above are repeated. Paragraph 35 above is also repeated. Accordingly, the Applicant clearly intends to deceive and confuse consumers in the marketplace into thinking that the goods under the Application Mark originate from The LEGO Group or from a source economically linked to The LEGO Group, when such is not the case.

66. By reason of the above, the Opponent avers that consumers are likely to be confused into thinking that the Application Goods under the Application Mark originate from The LEGO Group or from a source economically linked to The LEGO Group when such is not the case. The interests of The LEGO Group are likely to be damaged by virtue thereof. The Opponent repeats paragraphs 34 to 37, 44 to 45, and 48 above.

XI. Grounds of Opposition – Section 7(6) of the TMA

67. The registration of the Application Mark is contrary to and should be refused under Section 7(6) of the TMA.

68. The Applicant's act of registering the Application Mark in Singapore falls far short of honest commercial and business practices and accepted principles and standards of ethical behaviour, and constitute bad faith, on the basis of the following:

    a. The LEGO Group is a market leader in the toy and games industry, and has used its LEGO Logo in relation to its products ever since 1973. The LEGO Group's LEGO Logo is well-known to the public in Singapore, and paragraphs 1 to 18 above are repeated.

    b. The LEGO Group has also used its "乐 高" mark in relation to its products ever since the 1980s or before. The LEGO Group's mark "乐 高" is well-known to the public in Singapore, and paragraphs 1 to 12 and 19 to 21 above are repeated.

    c. The Applicant is clearly aware of The LEGO Group and its products and trade marks. The Applicant's products are clear and obvious imitations / knockoffs of The LEGO Group's products and the copying even extends to the Applicant's packaging. Paragraphs 24 to 26 above are repeated. The Applicant is therefore an egregious counterfeiter and manufacturer of imitation / knock-off LEGO products.

    d. The Applicant in the creation of the Application Mark has also blatantly copied The LEGO Group's LEGO Logo, and paragraph 35 above is repeated.

    e. By reason of the matters stated in paragraph 65 above, the Applicant clearly intends to deceive and confuse consumers in the marketplace.

    f. Considering the above factors, the Applicant's choice of using the Mandarin character "乐" in the Application Mark was clearly *not* bona fide and was clearly intended to reference The LEGO Group's mark "乐 高".

69. In light of all of the above, therefore, the Opponent avers that the Applicant's act of registering the Application Mark in Singapore falls short of honest commercial and business practices and accepted principles and standards of ethical behaviour, and constitute bad faith. The registration of the Application Mark is therefore liable to be prevented under Section 7(6) of the Trade Marks Act.

Grounds of Opposition – Section 8(7)(b) of the TMA

70. The registration of the Application Mark is contrary to and should be refused under Section 8(7)(b) of the TMA, in particular, by virtue of the law of copyright.

71. The LEGO Group's LEGO Logo is an original artistic work which enjoys copyright protection in Singapore. The copyright in the LEGO Logo belongs to The LEGO Group.

72. The Applicant clearly had access to The LEGO Group's LEGO Logo on the basis of the following:
    a. The LEGO Group's LEGO Logo was published in 1973 and has been extensively and widely used for a long period of time in commerce. Paragraphs 1 to 18 above are repeated.
    b. The Applicant's products are clear and obvious imitations / knockoffs of The LEGO Group's products and the copying even extends to the Applicant's packaging. Paragraphs 24 to 26 above are repeated.

73. There is substantial similarity between The LEGO Group's LEGO Logo and the Application Mark on the basis that both The LEGO Group's LEGO Logo and the Application Mark feature white bubble-shaped font lettering enclosed by a thin border of black which is in turn enclosed by a thin border of yellow, and which is placed centrally within a red background in the shape of a square (hereinafter referred to as the "**Copied Features**").

74. Accordingly, the presence of substantial similarity between The LEGO Group's LEGO Logo and the Application Mark as set out in paragraph 73 above together with access as set out in paragraph 72 above shows that the Applicant in creating the Application Mark had copied The LEGO Group's LEGO Logo.

75. The part of the LEGO Logo reproduced and communicated to the public by the Applicant in the Application Mark – *viz* the Copied Features – amount to a substantial part (in terms of the quality) of the LEGO Logo.

76. The reproduction and communication to the public of the Application Mark therefore amounts to an infringement of the copyright subsisting in the LEGO Logo. Accordingly, the use of the Application Mark in Singapore is liable to be prevented by the law of copyright.

XII. Conclusion

77. By reason of the matters set forth above, by virtue of the law, and in the exercise of the Registrar's discretion, the Opponent prays that the Application Mark be refused registration with costs of these proceedings to be awarded against the Applicant.

Dated this 8th day of October 2019

Address for service in these proceedings:
One Legal LLC
6 Shenton Way
#21-08 OUE Downtown 2
Singapore 068809
(Our Ref: RQ19-0013357 / LEPIN & CHI CHA LOGO (SP)[RQ])

ONE LEGAL LLC
Agent for the Opponent

To:

1) The Registrar of Trade Marks
Intellectual Property Office of Singapore

A Singapore Government Agency Website

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Details of Mark

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Trade Mark No. T7979160H	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	16/02/1979
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	16/02/1979
Status Update Date	
Date of Completion of Registration Procedure	29/10/1981
Expiry Date (unless otherwise indicated below)	16/02/2030
Publication Date	25/03/1981
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 20
Goods / Services	Furniture; articles made of plastics not included in other Classes and celluloid articles and substitutes included in Class 20.
Class Status	Registered
Class Expiry Date	16/02/2030

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) Proceeding under Section 11(7)(b) of the Trade Marks Act

2) To be associated with No. 59648 and others.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters

	expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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Details of Mark

Print Close

Trade Mark No. T6435007D	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	23/05/1964
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	23/05/1964
Status Update Date	
Date of Completion of Registration Procedure	24/11/1964
Expiry Date (unless otherwise indicated below)	23/05/2029
Publication Date	21/08/1964
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 28
Goods / Services	Games and playthings.
Class Status	Registered
Class Expiry Date	23/05/2029

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809

Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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Details of Mark

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Trade Mark No. T9000246J	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	05/01/1990
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	05/01/1990
Status Update Date	
Date of Completion of Registration Procedure	31/10/1991
Expiry Date (unless otherwise indicated below)	05/01/2027
Publication Date	28/06/1991
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 24
Goods / Services	Textile articles, tissues (piece goods) and curtains, all included in Class 24.
Class Status	Registered
Class Expiry Date	05/01/2027

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809

Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. **T8303451D**	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	10/04/1987
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 30
Goods / Services	Cereal preparations, confectionery, ices, frozen confections, bread, biscuits, cakes, jam, honey and sweets.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) To be associated with No. 3444/83 and others.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded

2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. T8303450F	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	23/03/1989
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 27
Goods / Services	Non-textile wallhangings, wallpaper, mats included in Class 27, floor coverings for existing floors.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809

Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. T8303449B	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	08/04/1988
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 19
Goods / Services	Building materials, natural and artificial stone, cement, lime, mortar, plaster and gravel; pipes of earthenware or cement; road-making materials; asphalt, pitch and bitumen; portable buildings; stone monuments; chimney pots.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) To be associated with No. 3444/83 and others.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC

UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. **T8303446H**	**LEGO**

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	26/05/1989
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 11
Goods / Services	Irrigation apparatus; installations and apparatus, all for domestic and/or household use; all included in Class 11 and made wholly or principally from plastics materials.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) To be associated with No. 3445/83 and another.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC

UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. **T8303448D**	**LEGO**

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	23/12/1988
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 18
Goods / Services	Umbrellas and parasols; bags included in Class 18 incorporating draw cords, carrying bags, haversacks, trunks and cases included in Class 18.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) To be associated with No. 3444/83 and others.

2) By consent of the registered proprietor of TM No U.K. 1109708 .

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC

UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. **T8303447F**	**LEGO**

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	12/05/1989
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 15
Goods / Services	Musical Instruments.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) To be associated with No. 3445/83.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K

Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. T8303445Z	**LEGO**

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	23/03/1989
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 09
Goods / Services	Radio apparatus, sound and/or video recordings; magnetic tapes and discs, cassettes for the aforesaid tapes and discs, all for making video and/or sound recordings; gramophones, record players; photographic and cinematographic films prepared for exhibition, diapositives for projection; photographic and cinematographic film projectors; teaching apparatus and instruments; electrical amusement apparatus included in Class 9; electronic games for use with television apparatus; computer programs.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) To be associated with No.3444/83 and others.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809

Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Trade Mark No. **T8303444A**	**LEGO**

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	14/07/1989
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 03
Goods / Services	Non-medicated toilet preparations, cosmetic preparations, preparations for the hair; toothpaste; soaps; shampoos.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2

	Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	12/08/1992
3	Licence [Show More]	12/08/1992

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Details of Mark

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Trade Mark No. T7979161F	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	16/02/1979
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	16/02/1979
Status Update Date	
Date of Completion of Registration Procedure	14/02/1981
Expiry Date (unless otherwise indicated below)	16/02/2030
Publication Date	05/09/1980
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 22
Goods / Services	Bags (textile) not included in other classes, sacks, all being goods included in Class 22.
Class Status	Registered
Class Expiry Date	16/02/2030

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) Proceeding under Section 11(7)(b) of the Trade Marks Act

2) To be associated with no. 79159 and others.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded

2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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Trade Mark No. **T7979162D**	**LEGO**

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	16/02/1979
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	16/02/1979
Status Update Date	
Date of Completion of Registration Procedure	28/10/1985
Expiry Date (unless otherwise indicated below)	16/02/2030
Publication Date	09/11/1984
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 25
Goods / Services	Hats, caps, aprons, blouses, ties, tabards, jumpers, skirts, trousers, jackets, shirts and scarves.
Class Status	Registered
Class Expiry Date	16/02/2030

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) To be associated with No. 79159 and others.

2) Proceeding under Section 11(7)(b) of the Trade Marks Act

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded

2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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Trade Mark No. **T7979159D**	LEGO

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	16/02/1979
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	16/02/1979
Status Update Date	
Date of Completion of Registration Procedure	08/04/1982
Expiry Date (unless otherwise indicated below)	16/02/2030
Publication Date	25/08/1981
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 16
Goods / Services	Printed matter, newspapers, books, brochures, periodicals, advertisement paper, photographs, time-tables, labels, notepaper (stationery) sold in cube form, paper bags, bags of plastic, instructional and teaching material (other than apparatus).
Class Status	Registered
Class Expiry Date	16/02/2030

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) Proceeding under Section 11(7)(b) of the Trade Marks Act

2) To be associated with no.59647 and others

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded

2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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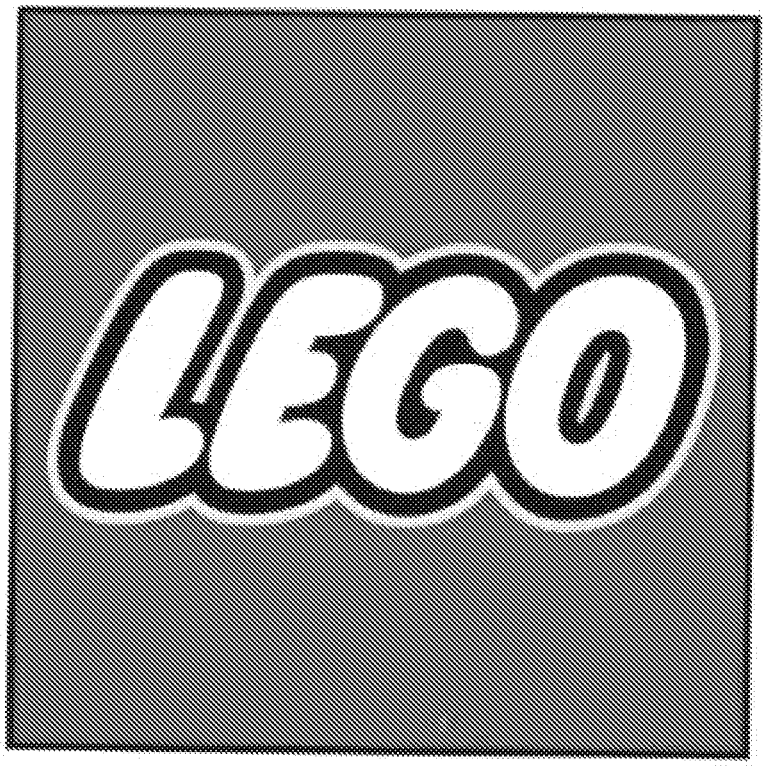
Trade Mark No.
T9607315G



National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	17/07/1996
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	17/07/1996
Status Update Date	

Date of Completion of Registration Procedure	31/05/2003
Expiry Date (unless otherwise indicated below)	17/07/2026
Publication Date	06/01/2003
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	lego

Specification of Goods or Services

1) Class No.	Class 25
Goods / Services	Coats; overcoats; overalls; jackets; vests; waistcoats; pants; sweatpants; jeans; trousers; skirts; dresses; suits; shirts; T-shirts; sweatshirts; jumpers; jerseys; sweaters; underpants; undershirts; babies' diapers and napkins of textile; babies' pants; pyjamas; nightgowns; dressing gowns; bath robes; bathing suits; bathing trunks; swimsuits; gloves; caps; hats; neckties; scarves; shawls; socks; stockings; tights; leggings; suspenders; belts; shoes; sandals; boots and slippers; all included in Class 25.
Class Status	Registered
Class Expiry Date	17/07/2026

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) This application is accompanied by an application for the registration of a person as a registered user.

2) The mark is limited to the colour(s) as shown in the representation on the form of application.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Trade Mark Amendment [Show More]	09/01/2002

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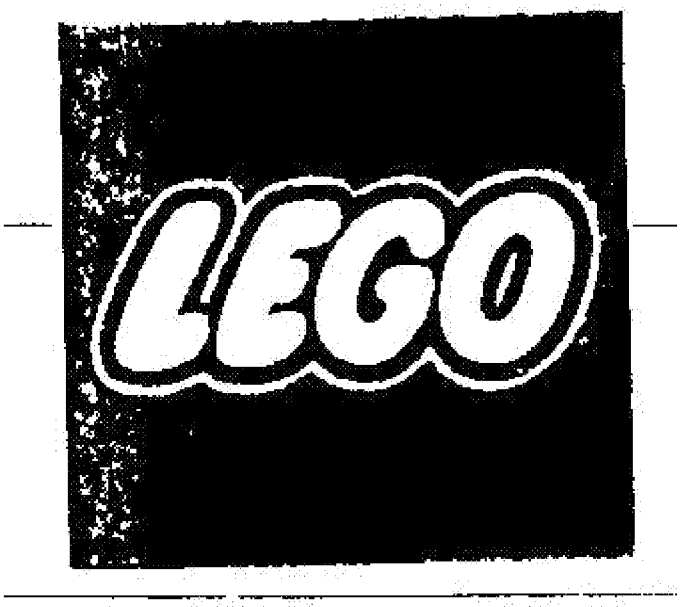
Trade Mark No.
T7359649H



National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	15/12/1973
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	15/12/1973
Status Update Date	17/12/2004
Date of Completion of Registration Procedure	24/02/1975
Expiry Date (unless otherwise indicated	15/12/2024

below)	
Publication Date	
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 28
Goods / Services	Games and playthings.
Class Status	Registered
Class Expiry Date	15/12/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY

	#21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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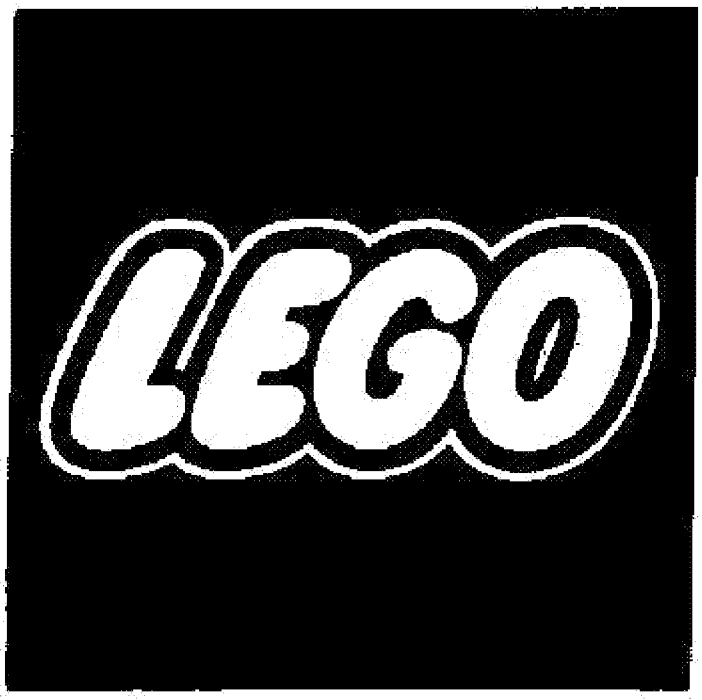
Trade Mark No. **T9208394H**	

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	02/11/1992
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	02/11/1992
Status Update Date	07/09/2002

Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	02/11/2022
Publication Date	10/12/1993
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 28
Goods / Services	Toys, games and playthings.
Class Status	Registered
Class Expiry Date	02/11/2022

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) The mark is limited to the color(s), red, yellow, white and black as shown in the representation on the application form

2) To be associated with No. 35007 and others.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	16/06/1997
3	Licence [Show More]	16/06/1997

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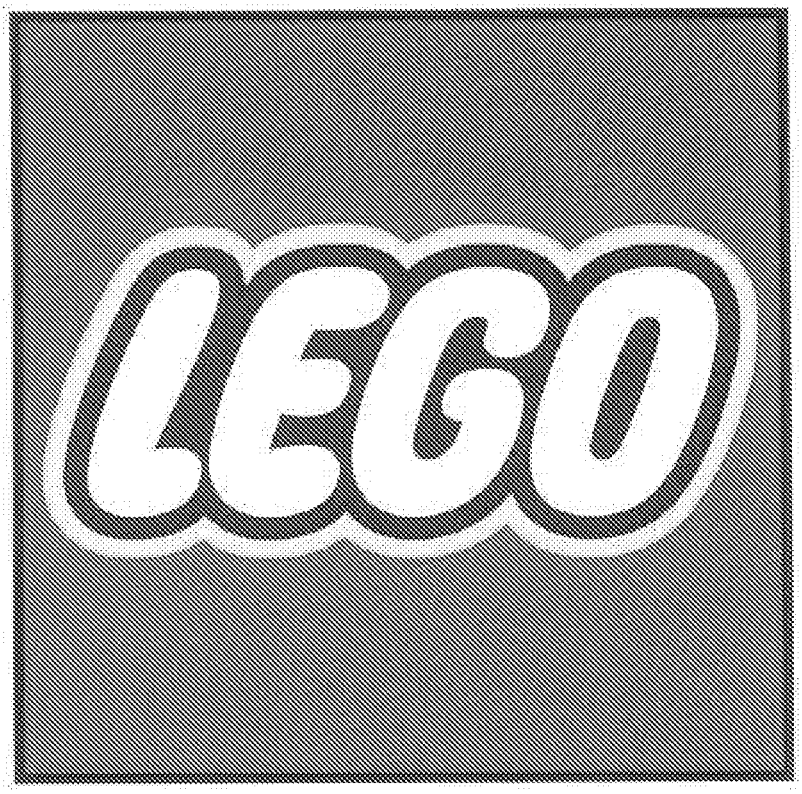
Trade Mark No.
T0610693Z



National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	02/06/2006
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	02/06/2006
Status Update Date	27/09/2006

Date of Completion of Registration Procedure	27/09/2006
Expiry Date (unless otherwise indicated below)	02/06/2026
Publication Date	12/07/2006
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	lego

Specification of Goods or Services

1) Class No.	Class 25
Goods / Services	Coats; overcoats; overalls; jackets; vests; waistcoats; pants; sweatpants; jeans; trousers; skirts; dresses; suits; shirts; T-shirts; sweat-shirts; jumpers; jerseys; sweaters; underpants; undershirts; babies' diapers and napkins of textile; babies' pants; pyjamas; nightgowns; dressing gowns; bath robes; bathing suits; bathing trunks; swimsuits; gloves; caps; hats; neckties; scarves; shawls; socks; stockings; tights; leggings; suspenders; belts; shoes; sandals; boots and slippers; all included in class 25.
Class Status	Registered
Class Expiry Date	02/06/2026

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008

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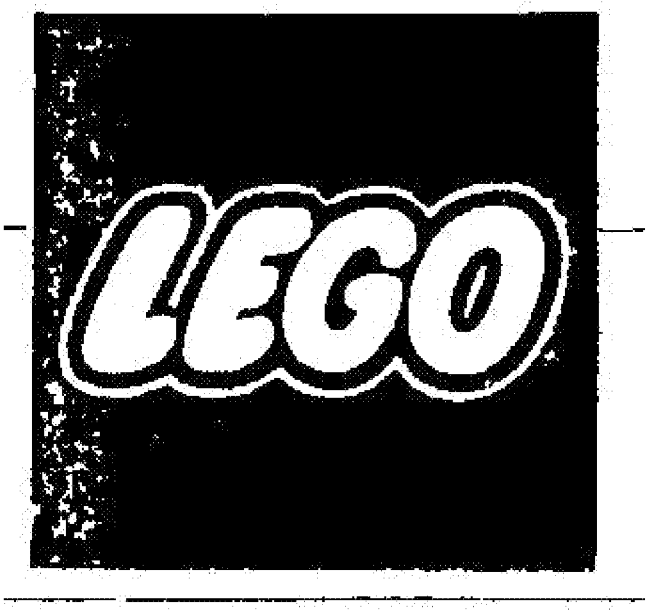
Trade Mark No. **T7359647A**	

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	15/12/1973
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	15/12/1973
Status Update Date	17/12/2004
Date of Completion of Registration Procedure	24/02/1975
Expiry Date (unless otherwise indicated below)	15/12/2024

Publication Date	
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 16
Goods / Services	Paper and paper articles, cardboard and cardboard articles, printed matter, instructional and teaching material (other than apparatus).
Class Status	Registered
Class Expiry Date	15/12/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY

	#21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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Details of Mark

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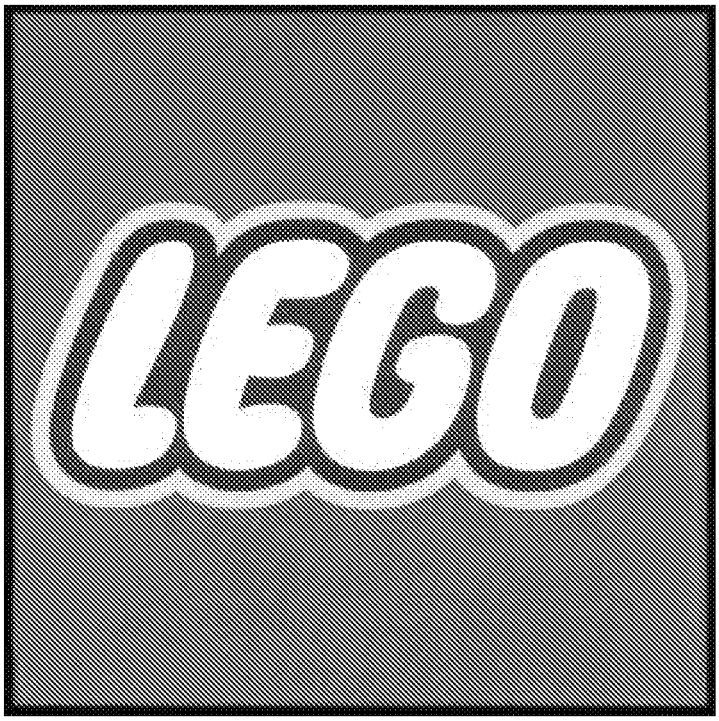
Trade Mark No.
T0908236E



International Registration Designating Singapore

International Registration No.	869258
Date of International Registration	11/11/2005
Date of Notification of International Registration	
Subsequent Designation No.	1
Date of Subsequent Designation	19/06/2009
Date of Notification of Subsequent Designation	23/07/2009

Date of Completion of Registration Procedure	01/10/2009
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	**S/No.** : 1 **Replaces the following national registration with regards to the following good/services:** **Application No.** : T03006161 **Date of Protection** : 21/01/2003 **Class No.** : 28 Games and playthings; gymnastics and sporting articles (not included in other classes), decorations for Christmas trees; all included in Class 28.
Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Filing Date	19/06/2009
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	19/06/2009
Status Update Date	15/10/2009
Expiry Date (unless otherwise indicated below)	11/11/2025
Publication Date	31/07/2009

Basic Mark on which IA is based

International Application No.	
International Registration	

No.

Mark Index

Words In Mark	lego

Specification of Goods or Services

1) Class No.	Class 09
Goods / Services	Scientific, nautical, surveying, electric and electronic, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments (included in this class); apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; software.
Class Status	Registered
Class Expiry Date	11/11/2025
2) Class No.	Class 16
Goods / Services	Paper, cardboard and goods made from these materials (included in this class); printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (included in this class); printers' type; printing blocks.
Class Status	Registered
Class Expiry Date	11/11/2025
3) Class No.	Class 25
Goods / Services	Clothing, footwear, headgear.
Class Status	Registered
Class Expiry Date	11/11/2025
4) Class No.	Class 28
Goods / Services	Games and playthings; gymnastic and sporting articles (included in this class); decorations for Christmas trees.
Class Status	Registered
Class Expiry Date	11/11/2025
5) Class No.	Class 41
Goods / Services	Education; providing of training; entertainment; sporting and cultural activities.
Class Status	Registered
Class Expiry Date	11/11/2025

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	MC032716C

Country/Territory of Incorporation	Denmark
Address	Koldingvej 2, DK-7190 Billund, Denmark.

Mark Clauses

1) The following claim is made in the International Registration: Colours claimed : Red, white, black and yellow.

Other Entries

S/No	Event	Event Date
1	Trade Mark Amendment [Show More]	15/11/2011

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Details of Mark

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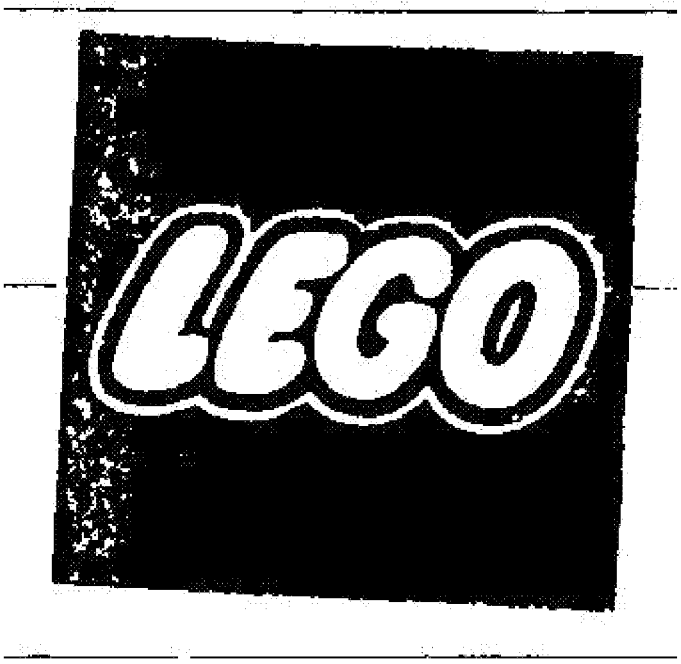
Trade Mark No.
T7359648Z



National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	15/12/1973
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	15/12/1973
Status Update Date	17/12/2004
Date of Completion of Registration Procedure	24/02/1975
Expiry Date (unless	15/12/2024

otherwise indicated below)	
Publication Date	
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	LEGO

Specification of Goods or Services

1) Class No.	Class 20
Goods / Services	Furniture and articles made of plastic included in Class 20.
Class Status	Registered
Class Expiry Date	15/12/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	

Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	22/07/1983
3	Licence [Show More]	22/07/1983

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Details of Mark

For real-time status updates and changes to the international registration, please refer to WIPO's Madrid Monitor.

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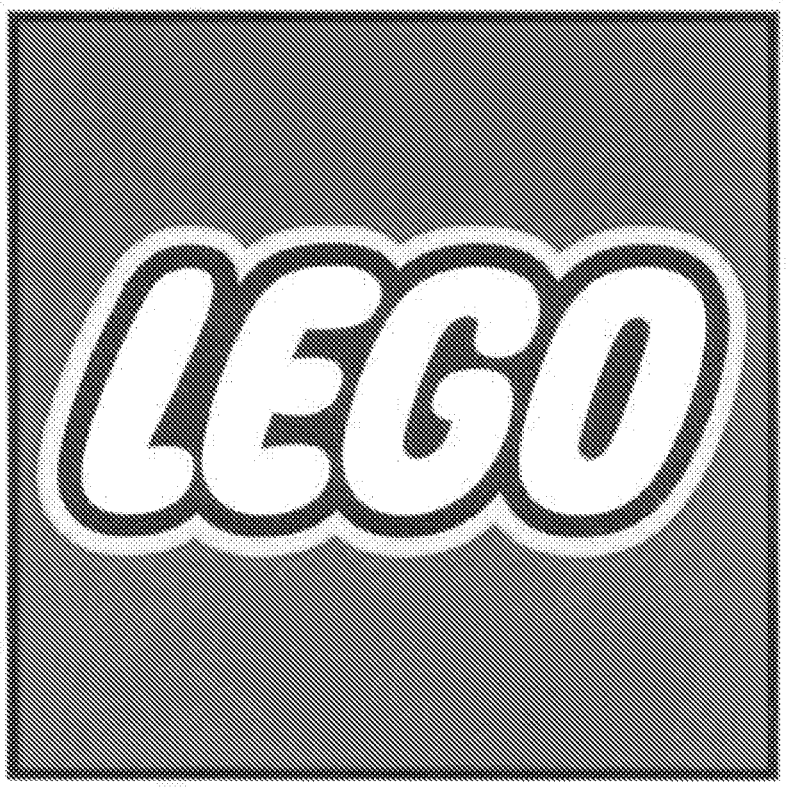
Trade Mark No.
T0908213F



International Registration Designating Singapore

International Registration No.	1006003
Date of International Registration	17/06/2009
Date of Notification of International Registration	23/07/2009
Subsequent Designation No.	
Date of Subsequent Designation	
Date of Notification of Subsequent	

Designation	
Date of Completion of Registration Procedure	01/10/2009
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	
Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Filing Date	17/06/2009
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	17/06/2009
Status Update Date	15/10/2009
Expiry Date (unless otherwise indicated below)	17/06/2029
Publication Date	31/07/2009

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	lego

Specification of Goods or Services

1) Class No.	Class 03
Goods / Services	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.

Class Status	Registered
Class Expiry Date	17/06/2029
2) Class No.	Class 14
Goods / Services	Precious metals and their alloys and goods in precious metals or coated therewith (included in this class); jewellery, precious stones; horological and chronomeric instruments.
Class Status	Registered
Class Expiry Date	17/06/2029
3) Class No.	Class 18
Goods / Services	Leather and imitations of leather, and goods made of these materials (included in this class); animal skins, hides; trunks and travelling bags; umbrellas, parasols and walking sticks; whips, harness and saddlery.
Class Status	Registered
Class Expiry Date	17/06/2029
4) Class No.	Class 20
Goods / Services	Furniture, mirrors, picture frames; goods (included in this class) of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics.
Class Status	Registered
Class Expiry Date	17/06/2029
5) Class No.	Class 21
Goods / Services	Household or kitchen utensils and containers (not of precious metal or coated therewith); combs and sponges; brushes (except paint brushes); brush-making materials; articles for cleaning purposes; steelwool; unworked or semi-worked glass (except glass used in building); glassware, porcelain and earthenware not included in other classes.
Class Status	Registered
Class Expiry Date	17/06/2029
6) Class No.	Class 24
Goods / Services	Textiles and textile goods, (included in this class); bed and table covers.
Class Status	Registered
Class Expiry Date	17/06/2029
7) Class No.	Class 27
Goods / Services	Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile).
Class Status	Registered
Class Expiry Date	17/06/2029
8) Class No.	Class 30

Goods / Services	Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals; bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice.
Class Status	Registered
Class Expiry Date	17/06/2029
9) Class No.	Class 43
Goods / Services	Services for providing food and drink; temporary accommodation.
Class Status	Registered
Class Expiry Date	17/06/2029

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	MC025644D
Country/Territory of Incorporation	Denmark
Address	Koldingvej 2, DK-7190 Billund, Denmark

Mark Clauses

1) The following claim is made in the International Registration: Colours claimed : Red, white, black and yellow.

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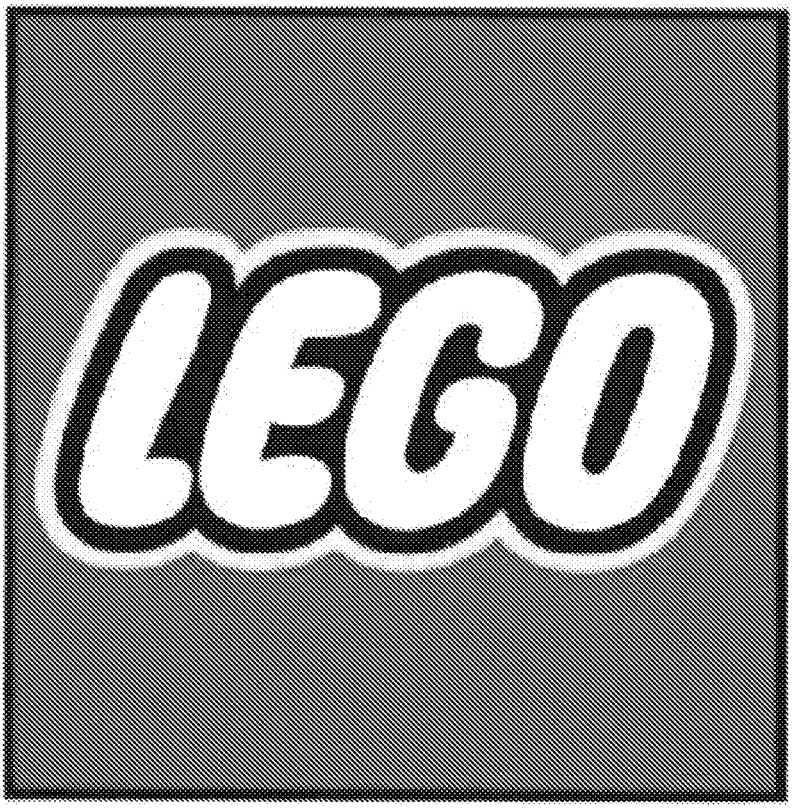
Trade Mark No.
T0500316I



National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	10/01/2005
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	10/01/2005
Status Update Date	11/10/2005

Date of Completion of Registration Procedure	11/10/2005
Expiry Date (unless otherwise indicated below)	10/01/2025
Publication Date	22/07/2005
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	lego

Specification of Goods or Services

1) Class No.	Class 20
Goods / Services	Furniture; articles made of plastics not included in other classes and celluloid articles and substitutes included in class 20.
Class Status	Registered
Class Expiry Date	10/01/2025

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) The mark is limited to the colour(s) as shown in the representation on the form of application.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008

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Trade Mark No. **T0410605C**	乐 高

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/2004
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/2004
Status Update Date	
Date of Completion of Registration Procedure	26/04/2005
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	04/02/2005
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Translation	happy tail
Transliteration	le gao

Specification of Goods or Services

1) Class No.	Class 41
Goods / Services	Education; providing of training; entertainment; sporting and cultural activities; schools, learning centers, kindergartens, holiday camp services (entertainment), sport camp services, arranging and conducting of seminars, play rooms, party planning (entertainment); all included in Class 41.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) The transliteration of the Chinese characters of which the mark consists is "Le Gao" meaning "Happy Tail".

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809

Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008

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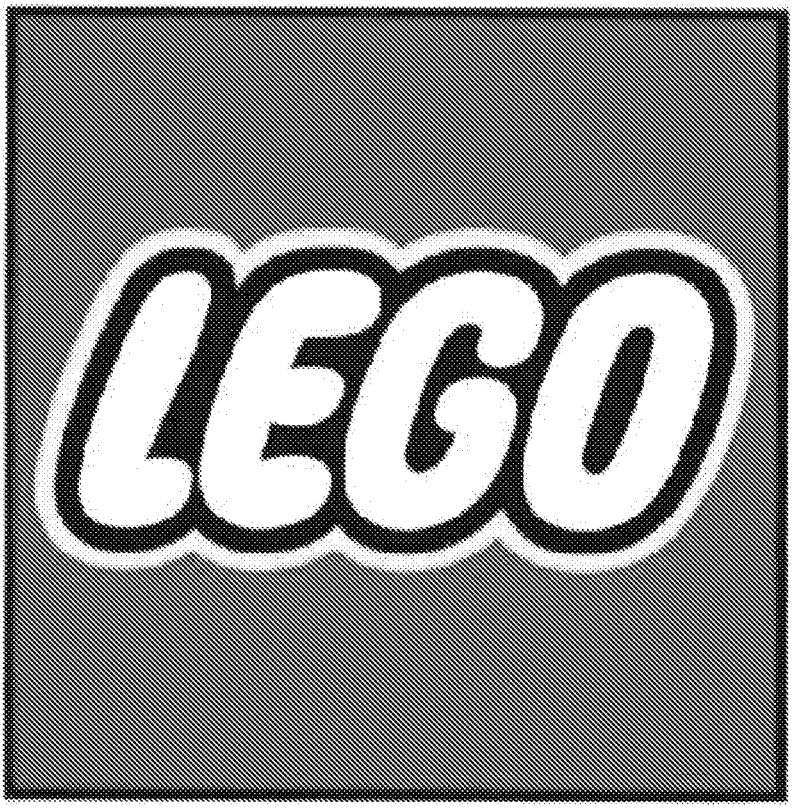
Trade Mark No.
T0409254J



National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	08/06/2004
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	08/06/2004
Status Update Date	

Date of Completion of Registration Procedure	25/01/2005
Expiry Date (unless otherwise indicated below)	08/06/2024
Publication Date	05/11/2004
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	lego

Specification of Goods or Services

1) Class No.	Class 41
Goods / Services	Education; providing of training; entertainment; sporting and cultural activities; schools, learning centers, kindergartens, holiday camp services (entertainment), sport camp services, arranging and conducting of seminars, play rooms, party planning (entertainment); all included in Class 41.
Class Status	Registered
Class Expiry Date	08/06/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) The mark is limited to the colour(s) as shown in the representation on the form of application.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008

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Trade Mark No. **T0410604E**	乐 高

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	01/07/2004
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	01/07/2004
Status Update Date	06/12/2005
Date of Completion of Registration Procedure	06/12/2005
Expiry Date (unless otherwise indicated below)	01/07/2024
Publication Date	16/09/2005
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Translation	happy tail
Transliteration	le gao

Specification of Goods or Services

1) Class No.	Class 16
Goods / Services	Instructional and teaching material (except apparatus), books, printed matter, manuals, guidelines, school supplies, blackboards, pictures, stickers, signboards of paper; all included in Class 16.
Class Status	Registered
Class Expiry Date	01/07/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) The transliteration of the Chinese characters of which the mark consists is "Le Gao" meaning "Happy Tail".

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809

Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008

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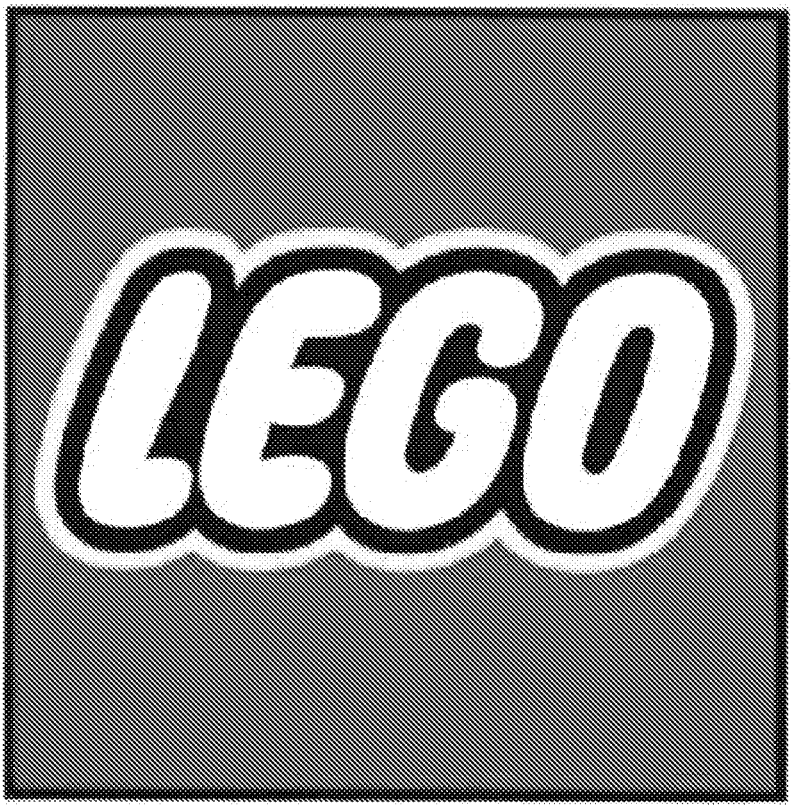
Trade Mark No.
T0409253B



National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	08/06/2004
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	08/06/2004
Status Update Date	

Date of Completion of Registration Procedure	11/01/2005
Expiry Date (unless otherwise indicated below)	08/06/2024
Publication Date	22/10/2004
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Words In Mark	lego

Specification of Goods or Services

1) Class No.	Class 16
Goods / Services	Instructional and teaching material (except apparatus), books, printed matter, manuals, guidelines, school supplies, blackboards, pictures, stickers, signboards of paper; all included in Class 16.
Class Status	Registered
Class Expiry Date	08/06/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008

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Trade Mark No. T8303209J	樂高

National

Application Type	Trade Mark
Trade Mark Type	Conventional Mark
Description of Particular Feature(s) of Mark	
Converted Application	No
Application Date	23/06/1983
Mark Status (unless otherwise indicated below)	Registered
Mark Status Date	23/06/1983
Status Update Date	24/06/2004
Date of Completion of Registration Procedure	
Expiry Date (unless otherwise indicated below)	23/06/2024
Publication Date	13/02/1987
Transformation Application under Madrid Protocol	
Replacement Application under Madrid Protocol	

Basic Mark on which IA is based

International Application No.	
International Registration No.	

Mark Index

Translation	HAPPY TALL
Transliteration	LE GAO

Specification of Goods or Services

1) Class No.	Class 28
Goods / Services	Toys, games and playthings.
Class Status	Registered
Class Expiry Date	23/06/2024

Current Applicant or Proprietor Details

1) Name	LEGO Juris A/S
UEN / Company Code	E00446981A
Country/Territory of Incorporation	Denmark
Address	7190 Billund, Denmark

Mark Clauses

1) The transliteration of the Chinese characters "Le Gao" appearing in the mark means "Happy Tall".

2) To be associated with No. 3208/83.

Agent/Correspondence Details

1) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809

Action Representing	For all matters relating to the application, registration/grant, except those matters expressly excluded
2) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Renewal
3) Agent Name	ONE LEGAL LLC
UEN / Company Code	200503528K
Representative Name	
Address For Service	6 SHENTON WAY #21-08 OUE DOWNTOWN 2 Singapore 068809
Action Representing	Transfer of ownership

Other Entries

S/No	Event	Event Date
1	Full Transfer of Ownership [Show More]	04/12/2008
2	Licence [Show More]	03/08/1984
3	Licence [Show More]	03/08/1984

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PROVISIONS OF SINGAPORE LAW

TRADE MARKS ACT
(CHAPTER 332)

Section 2(1) Interpretation
"trade mark" means any sign capable of being represented graphically and which is capable of distinguishing goods or services dealt with or provided in the course of trade by a person from goods or services so dealt with or provided by any other person.

"earlier trade mark" means —
(a) a registered trade mark or an international trade mark (Singapore), the application for registration of which was made earlier than the trade mark in question, taking account (where appropriate) of the priorities claimed in respect of the trade marks; or
(b) a trade mark which, at the date of application for registration of the trade mark in question or (where appropriate) of the priority claimed in respect of the application, was a well known trade mark,
and includes a trade mark in respect of which an application for registration has been made and which, if registered, would be an earlier trade mark by virtue of paragraph (a) subject to its being so registered.

Section 7 Absolute grounds for refusal of registration
(6) A trade mark shall not be registered if or to the extent that the application is made in bad faith.

Section 8 Relative grounds for refusal of registration
(2) A trade mark shall not be registered if because —
(b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected,
there exists a likelihood of confusion on the part of the public.

(4) Subject to subsection (5), where an application for registration of a trade mark is made on or after 1st July 2004, if the whole or an essential part of the trade mark is identical with or similar to an earlier trade mark, the later trade mark shall not be registered if —
(a) the earlier trade mark is well known in Singapore; and
(b) use of the later trade mark in relation to the goods o services for which the later trade mark is sought to be registered —
(i) would indicate a connection between those goods or services and the proprietor of the earlier trade mark, and is likely to damage the interests of the proprietor of the earlier trade mark; or
(ii) if the earlier trade mark is well known to the public at large in Singapore —
(A) would cause dilution in an unfair manner of the distinctive character of the earlier trade mark; or
(B) would take unfair advantage of the distinctive character of the earlier trade mark.

(5) A trade mark shall not be refused registration by virtue of subsection (4) if the application for the registration of the trade mark was filed before the earlier trade mark became well known in Singapore, unless it is shown that the application was made in bad faith.

(7) A trade mark shall not be registered if, or to the extent that, its use in Singapore is liable to be prevented —

(a) by virtue of any rule of law (in particular, the law of passing off) protecting an unregistered trade mark or other sign used in the course of trade; or

(b) by virtue of an earlier right other than those referred to in subsections (1), (2) and (3) or paragraph (a), in particular by virtue of the law of copyright or any law with regard to the protection of designs.