



The International Bureau, WIPO  
34, chemin des Colombettes  
1211 Geneva 20  
Switzerland

Reykjavík, 18 október 2019  
Our reference: 201810-9557, 4.1  
Your reference: 1428386

Provisional refusal of protection in Iceland according to Article 5 and Rule 17(1)

I. Office making the notification:

**Icelandic Intellectual Property Office**

II. Number of the international registration:

**1428386**

III. Name of the holder:

Chensheng , Rm. 1201, Unit 2, Bldg 11, Zone A Oujinghuayuan, Choujiang St., Yiwu Zhejiang

IV. ☒ Provisional refusal based on an *ex officio* examination:

V. ☒ Provisional refusal for all the goods and/or services

☐ Provisional refusal for some of the goods and/or services:

VI. Grounds for refusal (see further item VII if Article 14):

☐ Absolute grounds:

☒ Relative grounds: Likelihood of confusion with earlier registered marks.

VII. Information relating to an earlier mark (see Item XIII):

*International registration number:*

828572A

828571A

828574A

VIII. Corresponding essential provisions of the applicable law (see Item XII):

Article 14(1)(6) of the Icelandic Trademark Act No. 45/1997.



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IX. Information relating to subsequent procedure:

(i) *Time limit for requesting review or appeal:*

3 months from the date of this notification, i.e. **19 janúar 2020**

(ii) *Authority to which such request for review or appeal should be made:*

The Icelandic Intellectual Property Office

(iii) *Indications concerning the appointment of a representative:*

According to Article 35(1) of the Icelandic Trademark Act No. 45/1997, a request for review must be filed via the intermediary of a representative residing in the European Economic Area, a member state of the European Free Trade Association (EFTA) or the Faroe Islands.

The Icelandic Intellectual Property Office communicates with applicants and proprietors of trademark registrations or their representatives in Icelandic according to Article 35(4). The office may accept documentation in foreign languages in exceptional circumstances.

If the abovementioned time limit expires, without a request for review being made to the Icelandic Intellectual Property Office, the International Registration shall be considered abandoned in Iceland, cf. Article 19(2) of the Icelandic Trademark Act, No. 45/1997 (see Item XII). The holder will be notified about the final decision and informed of the possibility to appeal to the Board of Appeal for Industrial Intellectual Property Rights.

If the time limit expires, the international registration can be resumed if the holder, within two months from the expiration of the time limit responds to the provisional refusal and pays a fee according to Regulation no. 818/2016 on fees for Patents, Trade Marks, Designs etc.

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X. Date of the notification of provisional refusal:

**18 október 2019**

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XI. Signature of the Office making the notification:

Jóhann Skúli Jónsson  
Trademark Examiner

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XII. Corresponding essential provisions of the applicable law:

Articles 14 and 19 of the Icelandic Trademark Act, No. 45/1997.

*Article 14*

A trade mark may not be registered:

1. if it contains, without authorisation, state emblems, official international symbols, emblems of Icelandic municipalities, official inspection or quality signs, specific names of these identifications of anything else likely to be confused with the abovementioned symbols and emblems; the prohibition shall include only official inspection and quality signs if registration of the mark is sought for the same or similar products as those for which the above-mentioned signs and symbols are used;
2. if the mark is liable to cause confusion, for instance, as to the type of product, condition or origin.
3. if the mark is contrary to law or public order or likely to cause offence,
4. if the mark contains anything which may give cause to conclude that it is the name of an active



- commercial operation or the name or portrait of another person, providing this does not involve individuals long dead or if the mark includes a distinctive name of real property or an illustration of it,
5. if the mark contains anything which may cause it to be interpreted as the distinctive title of a protected literary or artistic work or if it infringes the copyright of another person to such work or other intellectual property right,
  6. if the mark is liable to be confused with a trade mark which has been registered in this country or which has been in use here when the application for registration was filed and is still in use here,
  7. if the mark is liable to cause confusion with a mark which may be considered to have been widely known in this country at the time the application for registration was filed,
  8. if the mark is liable to be confused with a trade mark which has been internationally registered, provided that this registration was valid in this country before the application was filed, cf. Article 59.
  9. if the mark is liable to be confused with a mark which has been in use in another country, at the time the application was filed or from the priority date, and is still in use there for the same or similar goods/services as the younger mark is to be registered for, and the applicant knew or should have known of the foreign mark.
  10. if there already is a product name, protected under the Law on protection of product names referring to origin, geographical area or traditional specialties, for the same or similar products as the application for the registration of a mark applies and the application for the protection of the product name was filed before the application for the registration of said trademark.

Notwithstanding the provisions of points 4-9, a mark may be registered if the consent of the trade mark proprietor or other right holder has been given.

A trade mark for wines and spirits which implies a geographical name for wine or spirits may not be registered unless the product originates at the location in question.

#### *Article 19*

If an application for the registration of a trade mark does not comply with legal provisions or if the Office is of the opinion that other barriers should cause the rejection of the registration, the applicant shall be sent a reasoned statement of refusal and he shall be given the opportunity to express himself or emend the application within a specified time limit. Upon the expiry of this period the Office will re-examine its position towards the application.

Should the applicant fail to submit comments or emend the application within the specified time limit referred to in the first paragraph, the application shall be cancelled.

At the request of the applicant, an application shall be re-examined if the applicant, within two months of the expiration of the time limit referred to in the first paragraph, expresses himself concerning the case or emends the application, and provided the re-examination fee is paid.

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XIII. Extract from the Trademark Register:

(111) Registration number: 828571A  
(151) Date of registration: 16.7.2003  
(210) Application number: 2126/2004  
(220) Date of filing: 17.8.2004  
(180) Registration valid to: 16.7.2023

(540) Trademark: SKY SPORTS (wordmark)

(730) Applicant/Owner: SKY INTERNATIONAL AG

(740) Agent: -

(511) Classification of goods and services:

Class 9 Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, radio, television, sound recording, sound reproducing, telecommunications, signalling, checking (supervision), teaching apparatus and instruments; apparatus for recording television programmes; apparatus for recording, transmission, reproduction or reception of sound or images; electrical and electronic apparatus for use in the reception of satellite, terrestrial or cable broadcasts; television receivers including a decoder; set-top boxes for use in decoding and reception of satellite, terrestrial and cable broadcasts; apparatus for decoding encoded signals including set top boxes for television reception; set top box apparatus including a decoder and an interactive viewing guide; set top box apparatus including a decoder and a recorder for recording television and audio programmes; set top box apparatus including a decoder and a recorder programmable to transfer stored recordings to storage and also to delete the older recordings; recorded television and radio programmes; recorded programmes for broadcasting on television and on radio; video recordings; computers; computer programmes; electronic computer games; electronic interactive computer games; computer software and computer programs for distribution to, and for use by, viewers of a digital television channel for the viewing and purchase of goods; computer games software and computer quiz software; computer video games and/or quizzes adapted for use with television receivers and screens or with video monitors or with computer screens; computer programmes for interactive television and for interactive games and/or quizzes; electronic publications, computer software, computer games, computer video games; video screens; video projectors; tapes, discs and wires, all being magnetic; cassettes and cartridges, all adapted for use with the aforesaid tapes; blank and pre-recorded audio and video cassettes, tapes and cartridges; compact discs; DVD discs; phonographic records; laser readable discs for recording sound or video; ROM cartridges, CD Roms, cards and discs, integrated circuit cards, memory carriers, recording media, all pre-recorded with computer video games and/or quizzes; encoded cards; radio and television signal antennae; parts and fittings for all the aforesaid goods; sunglasses; leather cases for holding mobile phones.

Class 16 Paper, paper articles, cardboard and cardboard articles; printed matter; publications, newspapers, magazines (periodicals), comics, journals (publications) and books; shopping guides listing products for purchase; printed matter including promotional literature relating to the promotion of goods for sale via digital television, the Internet or other telecommunication channels; photographs; instructional and teaching materials (other than apparatus); posters; postcards and greeting cards; calendars; diaries; cards and stickers for collecting and collating in albums; vouchers, all for holidays and for travel to and from the destination.

Class 18 Articles made of leather and imitation leather; bags; back packs, satchels, haversacks, knapsacks, rucksacks, valises, holdalls, leather cases and imitation leather cases, articles of luggage, purses; pocket wallets, pouches; umbrellas, parasols, walking sticks.

Class 25 Articles of clothing; T-shirts, sweatshirts, polo shirts, rugby shirts, jackets, trousers, skirts, jogging pants, shorts, aerobic wear, outerwear, swimwear, underwear, socks, wristbands, replica football shirts and shorts, headgear, baseball caps, knitted hats, headbands, footwear, sports shoes, slippers; all included in this class.

Class 28 Toys, games and playthings, electronic games; hand-held electronic video games; parts and fittings

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therefor; gymnastic and sporting articles; ordinary playing cards.

Class 35 Advertising and promotional services; business management; business administration; organisation, operation and supervision of sales and promotional incentive schemes; rental of advertising space; television advertising commercials; preparation and presentation of audio visual display for advertising purposes; dissemination of advertising matter; arranging and conducting of trade shows and exhibitions; compilation of business statistics and commercial information; marketing studies; business planning, inspection, surveys and appraisal services; provision of business information; receipt, storage and provision of computerised business information data; compilation of business statistics and commercial information, all relating to television, radio and satellite broadcasting; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an interactive television shopping channel; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a television shopping channel or digital television shopping channel by means of interactive television and/or telecommunications (including voice telephony and/or transfer of digital information or data) and/or interactive digital media; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise Internet website; information provided on-line from a computer database or via the Internet, said information relating to the aforesaid services.

Class 38 Telecommunications services; television and radio broadcasting, transmission and communication services; broadcasting and transmission of radio or television programmes; transmission of sound and/or pictures; computer aided transmission of messages and images; communications services by satellite, television and/or radio; news agency services; hiring and rental of communications apparatus; electronic mail services; telecommunication services relating to the Internet; telecommunication of information (including web pages); provision of telecommunications links to computer databases and websites on the Internet; telecommunications information; teletext services; telecommunications services dedicated to retailing goods through interactive communications with customers; interactive television services; television broadcasting services incorporating interactive services for viewing guides and intelligent automated selection of program recordal; interactive services for television viewers; interactive services for television viewers facilitating the pre-selection of viewing programmes; interactive services for television viewers facilitating the recordal of programmes automatically initiated on the basis of customer viewing habits/preferences; broadcasting and transmission of interactive television, interactive entertainment and interactive competitions; professional consultancy services relating to broadcasting; factual information services relating to television broadcasting; information provided on-line from a computer database or via the Internet, said information relating to the aforesaid services; providing access to a database storing information relating to a variety of goods.

Class 41 Education and entertainment services; provision of training; education and entertainment services by means of radio, television, the Internet and on-line databases; hiring and rental of cine-films, video cassettes, sound recordings, sound recording apparatus, sports apparatus, television sets and video recorders; production of films for television and cinema; provision of information relating to television and radio programmes, to entertainment, music and to sport; providing on-line electronic publications (not downloadable); publication of magazines, books, texts and printed matter; publication of electronic books or journals on-line; provision of recording studio facilities; live show production services; organising of sporting activities and competitions; information and advisory services relating to education, recreation, sport and to entertainment; information relating to education, entertainment, recreation or sport, provided on-line from a computer database or the Internet; organisation of competitions; box office services (entertainment); production of programmes for transmission, by television, the Internet or other telecommunication channels for the conduct of the interactive viewing, selection and purchase of goods; ticket reservation services relating to entertainment; production and presentation of radio and television programmes, interactive television, interactive games, interactive entertainment and interactive competitions; production and presentation of competitions, contests, games, quizzes, studio entertainment and audience participation events; electronic programme viewing guide services for television and radio programming; electronic programme guide for facilitating recordal and fixed term rental of programmes; sporting and cultural activities; betting, gaming and gambling services; credit betting, gaming, gambling, lottery or book making services; credit card betting, gaming, gambling, lottery or book making



services; organising and conducting lotteries; electronic betting, gaming, gambling and lottery services provided by means of the Internet, or via a global computer network, or on-line from a computer network database, or via telephony including mobile telephones, or via a television channel including a television channel distributed by satellite, terrestrial or cable television broadcast; electronic publishing services; information and advisory services relating to the aforesaid services; current affairs information services relating to education, providing of training, entertainment, sporting and cultural activities; educational information services; video taping and filming services; factual information services relating to television programmes, and to sport; provision of news, provision of news coverage, news reporters services.

Class 42 Technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; design, drawing and commissioned writing all for the compilation of web pages on the Internet; technological information provided on-line from a computer database or via the Internet; creating and maintaining websites; installation, rental and maintenance of computer software; leasing access time to an information database; weather forecasting; home computer services.

(111) Registration number: 828572A  
(151) Date of registration: 16.7.2003  
(210) Application number: 2127/2004  
(220) Date of filing: 17.8.2004  
(180) Registration valid to: 16.7.2023

(540) Trademark: SKY (wordmark)

(730) Applicant/Owner: SKY INTERNATIONAL AG  
(740) Agent: -  
(511) Classification of goods and services:

Class 9 Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, radio, television, sound recording, sound reproducing, telecommunications, signalling, checking (supervision), teaching apparatus and instruments; apparatus for recording television programmes; apparatus for recording, transmission, reproduction or reception of sound or images; electrical and electronic apparatus for use in the reception of satellite, terrestrial or cable broadcasts; television receivers including a decoder; set-top boxes for use in decoding and reception of satellite, terrestrial and cable broadcasts; apparatus for decoding encoded signals including set top boxes for television reception; set top box apparatus including a decoder and an interactive viewing guide; set top box apparatus including a decoder and a recorder for recording television and audio programmes; set top box apparatus including a decoder and a recorder programmable to transfer stored recordings to storage and also to delete the older recordings; recorded television and radio programmes; recorded programmes for broadcasting on television and on radio; video recordings; computers; computer programmes; electronic computer games; electronic interactive computer games; computer software and computer programs for distribution to, and for use by, viewers of a digital television channel for the viewing and purchase of goods; computer games software and computer quiz software; computer video games and/or quizzes adapted for use with television receivers and screens or with video monitors or with computer screens; computer programmes for interactive television and for interactive games and/or quizzes; electronic publications, computer software, computer games, computer video games; video screens; video projectors; tapes, discs and wires, all being magnetic; cassettes and cartridges, all adapted for use with the aforesaid tapes; blank and pre-recorded audio and video cassettes, tapes and cartridges; compact discs; DVD discs; phonographic records; laser readable discs for recording sound or video; ROM cartridges, CD Roms, cards and discs, integrated circuit cards, memory carriers, recording media, all pre-recorded with computer video games and/or quizzes; encoded cards; radio and television signal antennae; parts and fittings for all the aforesaid goods; sunglasses; leather cases for holding mobile phones.

Class 16 Paper, paper articles, cardboard and cardboard articles; printed matter; publications, newspapers, magazines (periodicals), comics, journals (publications) and books; shopping guides listing products for



purchase; printed matter including promotional literature relating to the promotion of goods for sale via digital television, the Internet or other telecommunication channels; photographs; instructional and teaching materials (other than apparatus); posters; postcards and greeting cards; calendars; diaries; cards and stickers for collecting and collating in albums; vouchers, all for holidays and for travel to and from the destination.

Class 18 Articles made of leather and imitation leather; bags; back packs, satchels, haversacks, knapsacks, rucksacks, valises, holdalls, leather cases and imitation leather cases, articles of luggage, purses; pocket wallets, pouches; umbrellas, parasols, walking sticks.

Class 25 Articles of clothing; T-shirts, sweatshirts, polo shirts, rugby shirts, jackets, trousers, skirts, jogging pants, shorts, aerobic wear, outerwear, swimwear, underwear, socks, wristbands, replica football shirts and shorts, headgear, baseball caps, knitted hats, headbands, footwear, sports shoes, slippers; all included in this class.

Class 28 Toys, games and playthings, electronic games; hand-held electronic video games; parts and fittings therefor; gymnastic and sporting articles; ordinary playing cards.

Class 35 Advertising and promotional services; business management; business administration; organisation, operation and supervision of sales and promotional incentive schemes; rental of advertising space; television advertising commercials; preparation and presentation of audio visual display for advertising purposes; dissemination of advertising matter; arranging and conducting of trade shows and exhibitions; compilation of business statistics and commercial information; marketing studies; business planning, inspection, surveys and appraisal services; provision of business information; receipt, storage and provision of computerised business information data; compilation of business statistics and commercial information, all relating to television, radio and satellite broadcasting; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an interactive television shopping channel; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a television shopping channel or digital television shopping channel by means of interactive television and/or telecommunications (including voice telephony and/or transfer of digital information or data) and/or interactive digital media; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise Internet website; information provided on-line from a computer database or via the Internet, said information relating to the aforesaid services.

Class 38 Telecommunications services; television and radio broadcasting, transmission and communication services; broadcasting and transmission of radio or television programmes; transmission of sound and/or pictures; computer aided transmission of messages and images; communications services by satellite, television and/or radio; news agency services; hiring and rental of communications apparatus; electronic mail services; telecommunication services relating to the Internet; telecommunication of information (including web pages); provision of telecommunications links to computer databases and websites on the Internet; telecommunications information; teletext services; telecommunications services dedicated to retailing goods through interactive communications with customers; interactive television services; television broadcasting services incorporating interactive services for viewing guides and intelligent automated selection of program recordal; interactive services for television viewers; interactive services for television viewers facilitating the pre-selection of viewing programmes; interactive services for television viewers facilitating the recordal of programmes automatically initiated on the basis of customer viewing habits/preferences; broadcasting and transmission of interactive television, interactive entertainment and interactive competitions; professional consultancy services relating to broadcasting; factual information services relating to television broadcasting; information provided on-line from a computer database or via the Internet, said information relating to the aforesaid services; providing access to a database storing information relating to a variety of goods.

Class 41 Education and entertainment services; provision of training; education and entertainment services by means of radio, television, the Internet and on-line databases; hiring and rental of cine-films, video cassettes, sound recordings, sound recording apparatus, sports apparatus, television sets and video recorders; production of films for television and cinema; provision of information relating to television and radio programmes, to



entertainment, music and to sport; providing on-line electronic publications (not downloadable); publication of magazines, books, texts and printed matter; publication of electronic books or journals on-line; provision of recording studio facilities; live show production services; organising of sporting activities and competitions; information and advisory services relating to education, recreation, sport and to entertainment; information relating to education, entertainment, recreation or sport, provided on-line from a computer database or the Internet; organisation of competitions; box office services (entertainment); production of programmes for transmission, by television, the Internet or other telecommunication channels for the conduct of the interactive viewing, selection and purchase of goods; ticket reservation services relating to entertainment; production and presentation of radio and television programmes, interactive television, interactive games, interactive entertainment and interactive competitions; production and presentation of competitions, contests, games, quizzes, studio entertainment and audience participation events; electronic programme viewing guide services for television and radio programming; electronic programme guide for facilitating recordal and fixed term rental of programmes; sporting and cultural activities; betting, gaming and gambling services; credit betting, gaming, gambling, lottery or book making services; credit card betting, gaming, gambling, lottery or book making services; organising and conducting lotteries; electronic betting, gaming, gambling and lottery services provided by means of the Internet, or via a global computer network, or on-line from a computer network database, or via telephony including mobile telephones, or via a television channel including a television channel distributed by satellite, terrestrial or cable television broadcast; electronic publishing services; information and advisory services relating to the aforesaid services; current affairs information services relating to education, providing of training, entertainment, sporting and cultural activities; educational information services; video taping and filming services; factual information services relating to television programmes, and to sport; provision of news, provision of news coverage, news reporters services.

Class 42 Technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; design, drawing and commissioned writing all for the compilation of web pages on the Internet; technological information provided on-line from a computer database or via the Internet; creating and maintaining websites; installation, rental and maintenance of computer software; leasing access time to an information database; weather forecasting; home computer services.

(111) Registration number: 828574A

(151) Date of registration: 16.7.2003

(210) Application number: 2128/2004

(220) Date of filing: 17.8.2004

(180) Registration valid to: 16.7.2023

(540) Trademark: SKY NEWS (wordmark)

(730) Applicant/Owner: SKY INTERNATIONAL AG

(740) Agent: -

(511) Classification of goods and services:

Class 9 Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, radio, television, sound recording, sound reproducing, telecommunications, signalling, checking (supervision), teaching apparatus and instruments; apparatus for recording television programmes; apparatus for recording, transmission, reproduction or reception of sound or images; electrical and electronic apparatus for use in the reception of satellite, terrestrial or cable broadcasts; television receivers including a decoder; set-top boxes for use in decoding and reception of satellite, terrestrial and cable broadcasts; apparatus for decoding encoded signals including set top boxes for television reception; set top box apparatus including a decoder and an interactive viewing guide; set top box apparatus including a decoder and a recorder for recording television and audio programmes; set top box apparatus including a decoder and a recorder programmable to transfer stored recordings to storage and also to delete the older recordings; recorded television and radio programmes; recorded programmes for broadcasting on television and on radio; video recordings; computers; computer programmes; electronic computer games; electronic interactive computer games; computer software and





computer programs for distribution to, and for use by, viewers of a digital television channel for the viewing and purchase of goods; computer games software and computer quiz software; computer video games and/or quizzes adapted for use with television receivers and screens or with video monitors or with computer screens; computer programmes for interactive television and for interactive games and/or quizzes; electronic publications, computer software, computer games, computer video games; video screens; video projectors; tapes, discs and wires, all being magnetic; cassettes and cartridges, all adapted for use with the aforesaid tapes; blank and pre-recorded audio and video cassettes, tapes and cartridges; compact discs; DVD discs; phonographic records; laser readable discs for recording sound or video; ROM cartridges, CD Roms, cards and discs, integrated circuit cards, memory carriers, recording media, all pre-recorded with computer video games and/or quizzes; encoded cards; radio and television signal antennae; parts and fittings for all the aforesaid goods; sunglasses; leather cases for holding mobile phones.

Class 16 Paper, paper articles, cardboard and cardboard articles; printed matter; publications, newspapers, magazines (periodicals), comics, journals (publications) and books; shopping guides listing products for purchase; printed matter including promotional literature relating to the promotion of goods for sale via digital television, the Internet or other telecommunication channels; photographs; instructional and teaching materials (other than apparatus); posters; postcards and greeting cards; calendars; diaries; cards and stickers for collecting and collating in albums; vouchers, all for holidays and for travel to and from the destination.

Class 18 Articles made of leather and imitation leather; bags; back packs, satchels, haversacks, knapsacks, rucksacks, valises, holdalls, leather cases and imitation leather cases, articles of luggage, purses; pocket wallets, pouches; umbrellas, parasols, walking sticks.

Class 25 Articles of clothing; T-shirts, sweatshirts, polo shirts, rugby shirts, jackets, trousers, skirts, jogging pants, shorts, aerobic wear, outerwear, swimwear, underwear, socks, wristbands, replica football shirts and shorts, headgear, baseball caps, knitted hats, headbands, footwear, sports shoes, slippers; all included in this class.

Class 28 Toys, games and playthings, electronic games; hand-held electronic video games; parts and fittings therefor; gymnastic and sporting articles; ordinary playing cards.

Class 35 Advertising and promotional services; business management; business administration; organisation, operation and supervision of sales and promotional incentive schemes; rental of advertising space; television advertising commercials; preparation and presentation of audio visual display for advertising purposes; dissemination of advertising matter; arranging and conducting of trade shows and exhibitions; compilation of business statistics and commercial information; marketing studies; business planning, inspection, surveys and appraisal services; provision of business information; receipt, storage and provision of computerised business information data; compilation of business statistics and commercial information, all relating to television, radio and satellite broadcasting; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an interactive television shopping channel; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a television shopping channel or digital television shopping channel by means of interactive television and/or telecommunications (including voice telephony and/or transfer of digital information or data) and/or interactive digital media; bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise Internet website; information provided on-line from a computer database or via the Internet, said information relating to the aforesaid services.

Class 38 Telecommunications services; television and radio broadcasting, transmission and communication services; broadcasting and transmission of radio or television programmes; transmission of sound and/or pictures; computer aided transmission of messages and images; communications services by satellite, television and/or radio; news agency services; hiring and rental of communications apparatus; electronic mail services; telecommunication services relating to the Internet; telecommunication of information (including web pages); provision of telecommunications links to computer databases and websites on the Internet; telecommunications information; teletext services; telecommunications services dedicated to retailing goods

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through interactive communications with customers; interactive television services; television broadcasting services incorporating interactive services for viewing guides and intelligent automated selection of program recordal; interactive services for television viewers; interactive services for television viewers facilitating the pre-selection of viewing programmes; interactive services for television viewers facilitating the recordal of programmes automatically initiated on the basis of customer viewing habits/preferences; broadcasting and transmission of interactive television, interactive entertainment and interactive competitions; professional consultancy services relating to broadcasting; factual information services relating to television broadcasting; information provided on-line from a computer database or via the Internet, said information relating to the aforesaid services; providing access to a database storing information relating to a variety of goods.

Class 41 Education and entertainment services; provision of training; education and entertainment services by means of radio, television, the Internet and on-line databases; hiring and rental of cine-films, video cassettes, sound recordings, sound recording apparatus, sports apparatus, television sets and video recorders; production of films for television and cinema; provision of information relating to television and radio programmes, to entertainment, music and to sport; providing on-line electronic publications (not downloadable); publication of magazines, books, texts and printed matter; publication of electronic books or journals on-line; provision of recording studio facilities; live show production services; organising of sporting activities and competitions; information and advisory services relating to education, recreation, sport and to entertainment; information relating to education, entertainment, recreation or sport, provided on-line from a computer database or the Internet; organisation of competitions; box office services (entertainment); production of programmes for transmission, by television, the Internet or other telecommunication channels for the conduct of the interactive viewing, selection and purchase of goods; ticket reservation services relating to entertainment; production and presentation of radio and television programmes, interactive television, interactive games, interactive entertainment and interactive competitions; production and presentation of competitions, contests, games, quizzes, studio entertainment and audience participation events; electronic programme viewing guide services for television and radio programming; electronic programme guide for facilitating recordal and fixed term rental of programmes; sporting and cultural activities; betting, gaming and gambling services; credit betting, gaming, gambling, lottery or book making services; credit card betting, gaming, gambling, lottery or book making services; organising and conducting lotteries; electronic betting, gaming, gambling and lottery services provided by means of the Internet, or via a global computer network, or on-line from a computer network database, or via telephony including mobile telephones, or via a television channel including a television channel distributed by satellite, terrestrial or cable television broadcast; electronic publishing services; information and advisory services relating to the aforesaid services; current affairs information services relating to education, providing of training, entertainment, sporting and cultural activities; educational information services; video taping and filming services; factual information services relating to television programmes, and to sport; provision of news, provision of news coverage, news reporters services.

Class 42 Technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; design, drawing and commissioned writing all for the compilation of web pages on the Internet; technological information provided on-line from a computer database or via the Internet; creating and maintaining websites; installation, rental and maintenance of computer software; leasing access time to an information database; weather forecasting; home computer services.