

THE PROTOCOL RELATING TO THE MADRID AGREEMENT CONCERNING THE INTERNATIONAL
REGISTRATION OF MARKS

**PROVISIONAL REFUSAL OF PROTECTION BASED ON AN OPPOSITION
ACCORDING TO RULE 17 (3)**

I. National office that notifies the opposition: Telephone: int + 46 8 782 25 00
The Swedish Patent and Registration Office Telefax: int+ 46 270 173 51
Department of Trademarks & Designs
Box 530, S-826 27 SÖDERHAMN, SWEDEN

II. Number and wording of the international registration subject to the opposition: 1453355, LEPIN

III. Name and address of the holder of the international registration subject to the opposition:
Shantou Chenghai Longjun Toy Factory
No. 4, East National Road, Zhulin Village, Lianshang Town, Chenghai District, Shantou City
Guangdong
Kina

IV. Name and address of the opponent(s): LEGO Juris A/S,
Koldingvej 2
DK-7190 Billund

V. The scope of the opposition:
Provisional refusal for ALL goods

VI. GROUNDS FOR OPPOSITION:

Relative grounds:

Trademark Act Chapter 5 Article 8:2 and Chapter 2 Article 8:1, item 2

The mark is confusingly similar to the EU-Trademarks:

EUTM registration number 000039800 LEGO, 002829463 LEGO and 017976101(figurative mark)

In respect of the following goods:
All goods

Other relative grounds:

Trademark Act Chapter 5 Article 8:2, Chapter 2 Article 8:1, item 3:

The mark is identical with or similar to an earlier trade symbol which is known in a considerable portion of those to whom it is addressed, and the use of the trademark, without legitimate reason, would attract undue advantage of, or cause damage to, the distinctiveness or reputation of the trade symbol, irrespective of if the use concerns goods or services of the same, similar or other kind.

VII. Provisions of the Swedish Trademark Act are enclosed.

VIII. A response to the opposition shall be received by the Swedish Patent and Registration Office no later than 2 (two) months from the date of this notification of opposition (IX) i.e. 16/2/2020. The Swedish Patent and Registration Office will not decide in the matter regarding the opposition until after the said period of time. The response must be filed in Swedish.

IX. Date of the notification of opposition: 16/12/2019
Signature by the Office:
THE SWEDISH PATENT AND REGISTRATION OFFICE

X. Ingela Hageleit

Our reference: 1453355/001

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INTERNATIONAL REGISTRATION OF MARKS**

Regarding international registration:

An opposition has been filed against your registration. If you want copies of the opposition documents, sent to the Swedish Patent and Registration Office by the opponent, please return this note and we will immediately send the copies to you.

Please note that the Swedish Patent and Registration office has not yet reached a decision regarding the opposition against your registration.

Yes, I would like to have the copies of the opposition sent to me

Name

Address

The Swedish Patent and Registration Office
Trademark department
Box 530
S-826 32 Söderhamn
Sweden

Telephone: + 46 8 782 25 00
Fax: + 46 270 173 51

Chapter 1. Basic Provisions

Article 5. A trade symbol shall be considered to be distinctive if it is able to distinguish goods or services that are being provided in one business activity from those of another.

Lack of distinctive character may be caused by the fact that a trade symbol consists only of signs or indications that

1. in the course of trade show the kind, quality, quantity, intended use, value, geographical origin or other characteristics, or the time of production of the goods, or rendering of the services, or
2. in common language or according to established practice in trade have become a customary denomination for the goods or services.

In the determination of whether a symbol is distinctive, consideration shall be given to whether it can acquire distinctiveness through use.

Chapter 2. National Registration of Trademarks

Article 5. In order for a trademark to be registered, it must have distinctiveness in respect of the goods or services to which it relates.

Article 7. A trademark may not be registered if the trademark

1. is contrary to law or other regulations or to principles of morality or public policy,
2. is likely to deceive the public concerning the nature, quality, geographical origin or any other circumstance related to the goods or services,
3. contains, without permission, such a State or international emblem or such a municipal coat of arms that, by law or other statute, must not be used unauthorized as a trademark, or something that can be easily confused with such an emblem or such a coat of arms,
4. contains, without permission, such a mark, which according to the Act (2014:812) for protection of marks in the international and humanitarian law, must not be used unauthorized as a trademark, or something that can be confused with such a mark,
5. contains a protected designation of origin, a protected geographical indication, a traditional expression for wine or a traditional speciality guaranteed, to the extent such protection exists for the designation within the Union legislation,
6. contains or consists of something which is likely to be perceived as a geographical designation for wine or spirit beverages and the trademark concerns wine or spirit beverages of another origin, or
7. contains or, reproduce in their essential elements, an earlier plant variety denomination, which concerns a plant variety of the same or related plant variety species, to the extent the plant variety is protected according to the Plant Breeders Right Act (1997:306) or the Union legislation.

A trademark that refers to a collective-, guarantee- or a control trademark may not be registered if the conditions for the use of the mark is contrary to principles of morality or public policy.

A collective mark, as referred to in Article 6, may furthermore not be registered if the conditions do not permit membership in the association for all who provide goods and services which the mark concerns and the goods and services have their origin in the geographical area which the mark concerns.

Article 8. A trademark may not be registered if the trademark

1. is identical with an earlier trade symbol for goods or services of the same kind,
2. is identical with or is similar to an earlier trade symbol for goods or services of the same or similar kind if there is, due to this fact, a risk of confusion including the risk that the use of the trademark gives the impression that there is a link between the party using the trademark and the holder of the trade symbol,
3. is identical with or similar to an earlier trade symbol which is known in a considerable portion of those to whom it is addressed and the use of the trademark, without legitimate reason, would attract undue advantage of, or cause damage to the distinctiveness or reputation of the trade symbol irrespective of if the use concerns goods or services of the same, similar or other kind, or
4. may be confused with a mark that was used in this country or in a foreign country at the time of the application and is still in use if the applicant was in bad faith at the time of the application.

As a trade symbol referred to in the first Paragraph, 1 to 3, is deemed

1. a trademark that is registered pursuant to this Chapter,
2. a trademark that is registered on the basis of an international trademark registration which is valid in Sweden pursuant to Chapter 5,
3. a trade symbol that is established on the market, if the protection based on the establishment on the market is valid within a considerable part of the country, and
4. a EU Trade Mark.

Article 9. The obstacles to registration referred to in Article 8, first Paragraph, 1- 3, apply *mutatis mutandis* also as regards

1. a registered trade name that is being used in commercial activities,
2. such a name or a business symbol, other than a trade name, protected pursuant to Chapter 1, Article 8, if the protection applies within a considerable part of the country.

Article 10. A trademark may not be registered if it contains or consists of

1. something that is likely to convey the impression of being someone else's trade name,
2. something that is likely to convey the impression of being someone else's distinctive family name, generally known artistic name or similar name, if the use of the trademark would cause disadvantage for the holder of the name and if the name does not obviously relate to someone who is long deceased,
3. a picture of someone else that does not obviously relate to someone who is long deceased,
4. something that violates someone else's copyright in a literary or artistic work or someone else's right in a photographic picture or in a design.

Article 11. The provisions of Articles 8 to 10 Paragraphs 1-4 do not constitute grounds for refusal of registration, if the holder of the earlier right consents to the registration.

Chapter 5. International Trademark Registration

Article 8. If the Patent and Registration Office receives a notification from the International Bureau to the effect that someone has applied for an international trademark registration to be extended to Sweden, the Office shall examine whether there exists any obstacle to this.

An obstacle to the extension of the international trademark application to Sweden exists if there would have been an obstacle to a national registration of the trademark pursuant to Chapter 2, Articles 4 to 11.

If the Patent and Registration Office considers that an obstacle exists under the second Paragraph, the Office shall inform the International Bureau that the international trademark registration cannot, wholly or in part, be extended to Sweden. Such information shall be given within 18 months from the date of the notification and contain the grounds why the registration cannot be extended here.

Article 9. If the Patent and Registration Office has informed the International Bureau under Article 8, third Paragraph, the Office shall not earlier than three months after the information was transmitted decide that the international trademark registration shall not, wholly or in part, extend to Sweden if at that point in time an obstacle referred to in Chapter 2, Articles 4 to 11 still exists.

Article 10. If no obstacle referred to in Chapter 2, Articles 4 to 11 exists, the Patent and Registration Office shall enter the trademark in the Trademark Register and publish a notice that the international trademark registration is valid in Sweden.

If the Patent and Registration Office has decided that the international trademark registration shall partly not be valid in Sweden, the entry of the trademark in the Trademark Register and the publication of a notice shall concern only the remainder of the goods or services when the decision has taken legal force.

Article 14. At the request of the holder of the international trademark registration and of the opponent the Swedish Patent and Registration Office shall decide a specified period of time of at least two months in order to make possible for the parties to reach an agreement. The period of time can be extended at the request of the parties.

Article 16. After an opposition has been filed, the Patent and Registration Office shall decide that the international trademark registration shall, wholly or in part, not extend to Sweden if grounds for refusal referred to Chapter 2, Articles 4 to 11, exists to its extension here. This applies if nothing else follows from Article 17.

An opposition that is wholly or in part based on grounds for refusal referred to in Chapter 2, Articles 8 to 10, shall be rejected in those parts if it has been filed by someone who does not act in his own interest and the holder of the registration so requests.

A decision that the registration shall not extend to Sweden may be based only on a fact that has been communicated to the International Bureau within 18 months from the date of the notification under Article 8, first Paragraph. If the time for opposition, according to Article 11, has expired after that time limit, the decision may nevertheless be based on circumstances that have been communicated to the International Bureau within a month from the expiry of the time limit for opposition. This applies under condition that the Patent and Registration Office within the time limit of 18 months has informed the International Bureau that a notification about such a decision may be communicated later.

If, due to an opposition, the Patent and Registration Office, decides that the registration shall, wholly or in part, not extend to Sweden, the trademark shall to a corresponding extent be removed from the Trademark Register when the decision has taken legal force. A notice about the decision shall be published.

Article 17. If an opposition against the protection of the international trademark registration in Sweden is based on that an earlier registered trademark according to Chapter 2 Article 8 constitutes an obstacle and it on the day of filing or, as the case may be, it from the day of priority of the international registration has elapsed more than five years since the registration of the earlier trademark was finally decided, the following applies. It may be decided that the international registration shall not be granted protection here only if the earlier trademark was taken in real use concerning the goods and services, on which the opposition is based on in the manner referred to in Chapter 3 Article 2 or, if the earlier trademark is a EU-Trademark, on which the opposition is based on in the manner referred to in the Councils Regulation (EU) 2017/1001 of June the 14 2017 regarding EU-Trademarks, within the five years before the date of filing or the date of priority of the international registration.

If the earlier trademark has not been used to the extent which is provided for in the first Paragraph, it may still be decided that the international registration shall not be granted protection in Sweden if there are legitimate reasons to that the earlier trademark not has been used in the required extent.