

## MADRID PROTOCOL AND AGREEMENT

### FINAL DISPOSITION ON STATUS OF A MARK

#### – STATEMENT OF PARTIAL GRANT OF PROTECTION FOLLOWING A PROVISIONAL REFUSAL –

Rule 18ter(2)

I.	Office sending the statement: <b>Intellectual Property Office of New Zealand</b>
II.	Number of the international registration: <b>1455136</b>  Number of the New Zealand trade mark: <b>1123537</b>
III.	Name of the holder (or other information enabling the identity of the international registration to be confirmed): <b>Barilla G. e R. Fratelli - Società per Azioni</b>
IV.	Mark Reproduction : <b>MASTERS OF PASTA</b>
V.	[ ] The mark is protected in New Zealand for all the goods and/or all the services requested. [X] The mark is protected in New Zealand for only the following goods and/or services: <b>Cl. 30 : Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastry and confectionery; ices; sugar, honey, treacle; yeast, baking-powder; salt; mustard; vinegar, sauces (condiments); spices; ice; oat-based food; farinaceous foods; starch for food; aniseed; star aniseed; seasonings; coffee flavorings [flavourings]; flavorings, other than essential oils; flavorings [flavourings], other than essential oils, for beverages; flavorings [flavourings], other than essential oils, for cakes; crushed oats; husked oats; high-protein cereal bars; stick liquorice [confectionery]; cocoa-based beverages; coffee-based beverages; chocolate-based beverages; tea-based beverages; baking soda [bicarbonate of</b>

soda for cooking purposes]; biscuits; malt biscuits; petit-beurre biscuits; sweetmeats [candy]; buns; puddings; cocoa; cocoa beverages with milk; coffee beverages with milk; unroasted coffee; cinnamon [spice]; caramels [candy]; condiments; crackers; couscous [semolina]; cakes; wheat flour; flour; fruit jellies [confectionery]; edible ices; baking powder; macaroni; mayonnaise; rusks; unleavened bread; breadcrumbs; bread rolls; pasta; pesto [sauce]; pizzas; cereal preparations; ravioli; cooking salt; tomato sauce; soya sauce; dressings for salad; sandwiches; oatmeal; semolina; hominy grits; cereal-based snack food; rice-based snack food; sorbets [ices]; spaghetti; meat gravies; noodles; tarts; vermicelli [noodles]; saffron [seasoning]; ginger [spice].

Cl. 35 : Advertising; business management; business administration; office functions; commercial administration of the licensing of the goods and services of others; dissemination of advertising matter; demonstration of goods; direct mail advertising; marketing; organization of exhibitions for commercial or advertising purposes; organization of trade fairs for commercial or advertising purposes; presentation of goods on communication media, for retail purposes; sales promotion for others; publication of publicity texts; on-line advertising on a computer network; television advertising; retail business services and online retail business services in relation to the following goods: coffee, tea, cocoa and artificial coffee, rice, tapioca and sago, flour and preparations made from cereals, bread, pastry and confectionery, ices, sugar, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice, oat-based food, farinaceous foods, starch for food, aniseed, star aniseed, seasonings, coffee flavorings [flavourings], flavorings, other than essential oils, flavorings [flavourings], other than essential oils, for beverages, flavorings [flavourings], other than essential oils, for cakes, crushed oats, husked oats, high-protein cereal bars, stick liquorice [confectionery], cocoa-based beverages, coffee-based beverages, chocolate-based beverages, tea-based beverages, baking soda [bicarbonate of soda for cooking purposes], biscuits, malt biscuits, petit-beurre biscuits, sweetmeats [candy], buns, puddings, cocoa, cocoa beverages with milk, coffee beverages with milk, unroasted coffee, cinnamon [spice], caramels [candy], condiments, crackers, couscous [semolina], cakes, wheat flour, flour, fruit jellies [confectionery], edible ices, baking powder, macaroni, mayonnaise, rusks, unleavened bread, breadcrumbs, bread rolls, pasta, pesto [sauce], pizzas, cereal preparations, ravioli, cooking salt, tomato sauce, soya sauce, dressings for salad, sandwiches, oatmeal, semolina, hominy grits, cereal-based snack food, rice-based snack food, sorbets [ices], spaghetti, meat gravies, noodles, tarts, vermicelli [noodles], saffron [seasoning], ginger [spice].

Cl. 41 : Education; providing of training; entertainment; sporting and cultural activities; academies [education]; practical training (demonstration); education information; recreation information; gymnastic instruction; correspondence courses; organising cookery courses; organising of competitions; organization of sports competitions; organization of competitions [education or entertainment]; organization of exhibitions for cultural or educational purposes; organization of shows [impresario services]; arranging and conducting of concerts; arranging and conducting of conferences; arranging and conducting of congresses; arranging and conducting of colloquiums; arranging and conducting of seminars; arranging and conducting of symposiums; arranging and conducting of workshops [training]; entertainment party planning; publication of books; publication of texts, other than publicity texts; publication of electronic books and journals on-line; electronic desktop publishing; presentation of live performances; game services provided on-line from a computer network.

Cl. 43 : Services for providing food and drink; temporary accommodation; cafés; cafeterias; rental of temporary accommodation; canteens; hotel reservations; temporary accommodation reservations; boarding house bookings; restaurants; self-service restaurants; hotels; bar services; holiday camp services [lodging]; food and drink catering; motels; snack-bars.

VI. Signature or official seal of the Office sending the statement:

Intellectual Property Office of New Zealand



**NEW ZEALAND  
INTELLECTUAL  
PROPERTY OFFICE**

VII. Date : 7/01/2020



**NEW ZEALAND  
INTELLECTUAL  
PROPERTY OFFICE**

# **CERTIFICATE OF REGISTRATION TRADE MARK**

**TRADE MARK REGISTRATION NUMBER: 1123537**  
**INTERNATIONAL REGISTRATION NUMBER: 1455136**

In accordance with the Trade Marks Act 2002 this trade mark was entered on the register of trade marks on **7 January 2020** with a deemed registration date of **31 May 2019**. The details of registration are:

**M A S T E R S O F P A S T A**

Owner(s): **Barilla G. e R. Fratelli - Società per Azioni, Via Mantova, 166, Parma (PR), Italy**

In respect of the goods and services that follow.

Ross van der Schyff  
Commissioner of Trade Marks

Issued on 7 January 2020



MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT  
[mbe.govt.nz](http://mbe.govt.nz)

New Zealand Government

# CERTIFICATE OF REGISTRATION

TRADE MARK REGISTRATION NUMBER: 1123537

**30:** Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastry and confectionery; ices; sugar, honey, treacle; yeast, baking-powder; salt; mustard; vinegar, sauces (condiments); spices; ice; oat-based food; farinaceous foods; starch for food; aniseed; star aniseed; seasonings; coffee flavorings [flavourings]; flavorings, other than essential oils; flavorings [flavourings], other than essential oils, for beverages; flavorings [flavourings], other than essential oils, for cakes; crushed oats; husked oats; high-protein cereal bars; stick liquorice [confectionery]; cocoa-based beverages; coffee-based beverages; chocolate-based beverages; tea-based beverages; baking soda [bicarbonate of soda for cooking purposes]; biscuits; malt biscuits; petit-beurre biscuits; sweetmeats [candy]; buns; puddings; cocoa; cocoa beverages with milk; coffee beverages with milk; unroasted coffee; cinnamon [spice]; caramels [candy]; condiments; crackers; couscous [semolina]; cakes; wheat flour; flour; fruit jellies [confectionery]; edible ices; baking powder; macaroni; mayonnaise; rusks; unleavened bread; breadcrumbs; bread rolls; pasta; pesto [sauce]; pizzas; cereal preparations; ravioli; cooking salt; tomato sauce; soya sauce; dressings for salad; sandwiches; oatmeal; semolina; hominy grits; cereal-based snack food; rice-based snack food; sorbets [ices]; spaghetti; meat gravies; noodles; tarts; vermicelli [noodles]; saffron [seasoning]; ginger [spice].

**35:** Advertising; business management; business administration; office functions; commercial administration of the licensing of the goods and services of others; dissemination of advertising matter; demonstration of goods; direct mail advertising; marketing; organization of exhibitions for commercial or advertising purposes; organization of trade fairs for commercial or advertising purposes; presentation of goods on communication media, for retail purposes; sales promotion for others; publication of publicity texts; on-line advertising on a computer network; television advertising; retail business services and online retail business services in relation to the following goods: coffee, tea, cocoa and artificial coffee, rice, tapioca and sago, flour and preparations made from cereals, bread, pastry and confectionery, ices, sugar, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice, oat-based food, farinaceous foods, starch for food, aniseed, star aniseed, seasonings, coffee flavorings [flavourings], flavorings, other than essential oils, flavorings [flavourings], other than essential oils, for beverages, flavorings [flavourings], other than essential oils, for cakes, crushed oats, husked oats, high-protein cereal bars, stick liquorice [confectionery], cocoa-based beverages, coffee-based beverages, chocolate-based beverages, tea-based beverages, baking soda [bicarbonate of soda for cooking purposes], biscuits, malt biscuits, petit-beurre biscuits, sweetmeats [candy], buns, puddings, cocoa, cocoa beverages with milk, coffee beverages with milk, unroasted coffee, cinnamon [spice], caramels [candy], condiments, crackers, couscous [semolina], cakes, wheat flour, flour, fruit jellies [confectionery], edible ices,

baking powder, macaroni, mayonnaise, rusks, unleavened bread, breadcrumbs, bread rolls, pasta, pesto [sauce], pizzas, cereal preparations, ravioli, cooking salt, tomato sauce, soya sauce, dressings for salad, sandwiches, oatmeal, semolina, hominy grits, cereal-based snack food, rice-based snack food, sorbets [ices], spaghetti, meat gravies, noodles, tarts, vermicelli [noodles], saffron [seasoning], ginger [spice].

**41:** Education; providing of training; entertainment; sporting and cultural activities; academies [education]; practical training (demonstration); education information; recreation information; gymnastic instruction; correspondence courses; organising cookery courses; organising of competitions; organization of sports competitions; organization of competitions [education or entertainment]; organization of exhibitions for cultural or educational purposes; organization of shows [impresario services]; arranging and conducting of concerts; arranging and conducting of conferences; arranging and conducting of congresses; arranging and conducting of colloquiums; arranging and conducting of seminars; arranging and conducting of symposiums; arranging and conducting of workshops [training]; entertainment party planning; publication of books; publication of texts, other than publicity texts; publication of electronic books and journals on-line; electronic desktop publishing; presentation of live performances; game services provided on-line from a computer network.

**43:** Services for providing food and drink; temporary accommodation; cafés; cafeterias; rental of temporary accommodation; canteens; hotel reservations; temporary accommodation reservations; boarding house bookings; restaurants; self-service restaurants; hotels; bar services; holiday camp services [lodging]; food and drink catering; motels; snack-bars.