

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

Date of Notification: 30 January 2020

**International Registration No:** 1500529  
**Mark:** STRATEGIC COMMERCIAL AIRCRAFT LIQUIDITY ENTERPRISE  
**Holder:** SCALE AVIATION MANAGEMENT DESIGNATED ACTIVITY COMPANY of  
Ireland

**Notification of the Intellectual Property Office of Ireland of Total Provisional  
Refusal**

Dear Sir/Madam,

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

1.

**Section 8(1)(b)**

The mark is devoid of distinctive character.

For a mark to possess distinctive character it must serve to identify the goods/services in respect of which protection is sought as originating from a particular undertaking, and thus to distinguish those goods/services from the goods/services of other undertakings.

It is contended that the mark, for which protection is sought, is incapable of performing the essential function of a trade mark, namely that of identifying the origin of the services specified.

**Section 8(1)(c)**

The mark consists exclusively of signs or indications which may serve in trade to designate the kind and intended purpose of the services in respect of which protection is sought. The wording should therefore remain free for all economic operators in that field to use.

2. This refusal is in respect of all of the services for which protection is sought.
3. The holder may make representations in writing, or may request an extension of time for doing so, not later than **29 April 2020**. A request for an extension

of time received after that date may be granted at the discretion of the Controller.

4. If representations or a request for an extension of time are not received by the specified date, protection of the mark will be refused.
5. Representations to the Controller or a request for a hearing in relation to this notification of refusal must be accompanied by an address for service within the European Economic Area as required by Rule 10(1)(a) as amended by Statutory Instrument No. 410 of 2010; failure to furnish such address will result in the holder being deemed to have abandoned his request for protection.
6. If, following the receipt of representations, it is considered that the requirements for protection are met, the mark will be published in the Official Journal and protection of it will be subject to opposition and observations by third parties. A refusal based on opposition or observations received may subsequently be issued.
7. Date of refusal: **30 January 2020**

Yours faithfully

*Paula Murphy.*

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**Paula Murphy**  
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**Ext: 4135**  
**tmexam@ipoi.gov.ie**

*As of 2<sup>nd</sup> December 2019, the Patents Office changed its name to the **Intellectual Property Office of Ireland (IPOI)**.*

*Our email addresses have changed to [name.surname@ipoi.gov.ie](mailto:name.surname@ipoi.gov.ie) and our email address for general enquiries has also changed to [ipinfo@ipoi.gov.ie](mailto:ipinfo@ipoi.gov.ie)*