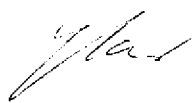


**THE PROTOCOL
RELATING TO THE MADRID AGREEMENT
CONCERNING THE INTERNATIONAL REGISTRATION OF MARKS
PROVISIONAL REFUSAL OF PROTECTION**

Rule 17(1)

I. STATE PATENT BUREAU OF THE REPUBLIC OF LITHUANIA Kalvariju g. 3, LT-09310 Vilnius LITHUANIA	Tel.: (370-5) 2780 267 Fax.: (370-5) 2750 723
II. Number of the international registration: 1439011	
III. Name of the holder and other indications: Sarbachev Vladimir Borisovich Verbal elements of the mark: AIRTOUCH Basic registration: RU, 22.02.2018, 2018706937	
IV. Provisional refusal based on an <i>ex officio</i> examination.	
V. ☐ Provisional refusal for all the goods and/or services. ☒ Provisional refusal for the following goods and/or services.*	
VI. Grounds for refusal:* Article 6 (1)(2 and 4).	
VII. Information relating to subsequent procedure: The proprietor of a mark of the international registration may argue against the decision of the State Patent Bureau within five months from the day of making of the decision. The request for the re-examination should be addressed to the Trademarks and Designs Division. The set time limit expires on 19/07/2020. If no request is received within this time limit, the decision of the State Patent Bureau will become final. The request should be presented in Lithuanian language and an address for the correspondence in the territory of Lithuania should be indicated. Where the trademark owner is not a resident of Lithuania or another member state of the European Union, neither he has subsidiary or representation registered in the Republic of Lithuania or another member state of the European Union the request for the re-examination should be filed through a patent attorney of the Republic of Lithuania. The list of patent attorneys of the Republic of Lithuania is available on http://www.vpb.lrv.lt/en/. If the proprietor of a mark of international registration objects the decision made by the State Patent Bureau in the course of re-examination he may file an appeal to the Appeal Division within three months from the day of making of the decision.	
VIII. Date of the notification of provisional refusal: 19/02/2020	
IX. Signature or official seal of the Office making the notification: Adviser, Trademarks and Design Division   Jūratė Kaminskienė	

* - if the space available is insufficient, see a continuation sheet

Number of continuation sheets: 3

CONTINUATION SHEET

No: 1 of V and VI

V. Provisional refusal for the following goods and/or services:

Class 41: arranging of beauty contests.

Class 44: hairdressing; beauty salon services.

VI. Grounds for refusal:

The grounds on which the refusal is based under the Lithuanian Law on Trade Marks are the absolute grounds of refusal, Article 6 (1)(2 and 4).

A sign shall not be recognised as a mark and shall be refused registration or the registration of a registered mark shall be declared invalid if:

- The sign is devoid of any distinctive character;
- It consists exclusively of signs or indications which may serve, in trade, to designate the kind, quality, quantity, intended purpose, value, geographical origin or the time of production of the goods or of rendering of the service, the mode of production or other characteristics of the goods and/or services.

Motives:

The sign consists of an indication AIRTOUCH, which is known as a hair colouring technique. The sign is descriptive relating to kind, quality and intended purpose, of the services applied.

The sign taken as a whole is devoid of any distinctive character. The sign would not be seen by consumers as an indication of a trade origin. It is not capable of distinguishing the services of the one undertaking from those of others.

X. Corresponding essential provisions of the Lithuanian Law on Trade Marks:

Article 5. Signs of Which a Mark May Consist

Marks, with respect to which legal protection under this Law is applicable, may consist of any signs that can be represented graphically, for example:

- 1) words, personal surnames, names, artistic pseudonyms, names of the legal entities, slogans;
- 2) letters, numerals;
- 3) drawings, emblems;
- 4) three-dimensional forms (the shape of goods, their packaging or containers);
- 5) colours or combinations of colours, their compositions;
- 6) any combination of signs specified in subparagraphs 1-5 of this Article.

Article 6. Absolute Grounds for Refusal of Registration or Invalidation of a Mark

1. A sign shall not be recognised as a mark and shall be refused registration or the registration of a registered mark shall be declared invalid if:

- 1) the sign cannot constitute a mark under the requirements of Article 5;
 - 2) the sign is devoid of any distinctive character;
 - 3) it has become customary in the current language or in the *bona fide* and established practices of the trade;
 - 4) it consists exclusively of signs or indications which may serve, in trade, to designate the kind, quality, quantity, intended purpose, value, geographical origin or the time of production of the goods or of rendering of the service, the mode of production or other characteristics of the goods and/or services;
 - 5) the sign is of such a nature as to mislead the public, for instance as to the nature, quality or geographical origin of the goods and/or services;
 - 6) the sign is contrary to accepted principles of morality or public policy, including ethics of society and humanitarian principles;
 - 7) the sign consists exclusively of the shape which results from the nature of the goods themselves or the shape of goods which is necessary to obtain a technical result or the shape which gives substantial value to the goods;
 - 8) the sign consists of the official or traditional (abbreviated) state name of the Republic of Lithuania, or armorial bearings, flag or other state heraldic objects or any imitation from a heraldic point of view, also official signs and hallmarks indicating control and warranty, stamps, medals or marks of distinction, unless the permission for their use in a mark has been issued according to the established procedure by the institution authorised by the Government of the Republic of Lithuania;
 - 9) it consists of the signs the registration of which has not been authorised by the competent authorities of other states or international organisations and the registration of which is to be refused or invalidated pursuant to Article 6ter of the Paris Convention;
 - 10) it is a sign of high symbolic value, in particular a religious symbol;
 - 11) it contains or consists of a geographical indication with respect to goods not originating in the territory indicated, if use of the indication in the mark for such goods in the Republic of Lithuania is of such a nature as to mislead the public as to the true place of origin of the goods. The above provision shall also be applicable against a geographical indication which, although literally true as to the place of origin of the goods, falsely represent to the public that the goods originate in another territory;
 - 12) it contains or consists of a geographical indication identifying wines for wines or spirits for spirits not originating in the place indicated by the geographical indication in question, even where the true origin of the goods is indicated or the geographical indication is used in translation or accompanied by expressions such as "kind", "type", "style", "imitation" or the like.
2. In the cases provided for in subparagraphs 2, 3 or 4 of paragraph 1 of this Article, a sign may be recognised as a mark and its registration may not be invalidated if, before the date of application for registration, after the date of filing of the application or registration of the mark and following the use which has been made of it, it has acquired distinctive character.

Article 8. Disclaimers

1. The mark containing the elements, which are ineligible for registration as separate (independent) marks can be protected in its entirety if it corresponds to other requirements of the law.

2. Where the mark contains elements referred to in paragraph 1 of this Article and where there is special reason to assume that the registration of the mark may cause doubts as to the scope of protection of the mark, the elements may, at the applicant's request or proprietor's of the mark, on the decision of the State Patent Bureau or court decision, be recognised as disclaimers (...)

Article 14. Examination of the mark

1. Having conducted an examination to the application the State Patent Bureau shall carry out an examination of the mark with a view to ascertaining whether or not it satisfies the requirements of Article 6 of this Law.

2. Where, under Article 6 of this Law, a mark is not registrable, the State Patent Bureau shall adopt a decision to refuse the registration of the mark in respect of all or some of the goods and/or services...

Article 15. Filing of Appeal

1. An applicant or his representative who objects to the decision adopted by the State Patent Bureau after the re-examination shall have the right to file with the Appeals Division of the State Patent Bureau (hereinafter – Appeals Division), within three months from the day of sending of the decision, a written appeal with a substantiated request for a review of the findings of the examination. The fixed fee shall be paid for filing an appeal.

3. Where the applicant or his representative objects to the decision made by the Appeals Division, he shall have the right to appeal against the decision of the Appeals Division to the Vilnius County Court within six months from the date of adoption of the decision by the Appeals Division.

Article 19. Appeal and Opposition Examination at the State Patent Bureau

1. Appeals and oppositions are examined at the written or public oral proceedings of the Appeals Division (...)

3. (...) Where appeals and oppositions are examined at the oral proceedings the applicant, the interested person, the proprietor of the mark against which opposition has been filed or the representatives of the above persons are invited to take part in the examination proceedings of the Appeals Division, however their absence shall not prevent from examination of the appeal or opposition (...)

Article 26. Time Limit

1. Following the filing of a written request and payment of the fixed fee by the applicant or his representative, the time limits provided for in paragraphs 4 and 5 of Article 13, paragraph 3 of Article 14, paragraph 1 of Article 15, paragraph 1 of Article 17, paragraph 1 of Article 25, paragraphs 1 and 2 of Article 34 may be extended once but not longer than two months from the day of expiry of initial time limit (...)

Article 34. Special Provisions Applicable to International Registration of a Mark

1. If the proprietor of a mark of international registration opposes the decision of the State Patent Bureau to refuse to grant protection on the grounds that the mark does not satisfy the requirements of Article 6 of this Law, he shall be entitled to request re-examination within five months from the day of making of the decision. If he fails to file the request within the set time limit, the decision of the State Patent Bureau shall be deemed final.