



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

Reykjavík, 24 February 2020  
Our reference: 201902-1154, 4.1  
Your reference: 1446304

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:

**1446304**

III. Name of the holder:

Burn Cable Management Systems Limited, C/O Cox Costello & Horne, Langwood House, 63-81 High Street, RICKMANSWORTH, Hertfordshire WD3 1EQ, GB.

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: The trademark is considered to be descriptive and lacking distinctive character. The trademark merely describes the kind, quality and origin of the goods claimed, namely mineral cables allowing signals flowing in only one direction, produced in the United Kingdom. Therefore, the trademark is unable to distinguish the applicant's goods from other similar goods.

☐ Relative grounds:

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

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



Article 13 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. **24 May 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:

**24 February 2020**

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XI. Signature of the Office making the notification:

Elfar Elí S. Jakobsson  
Trademark Examiner

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XII. Corresponding essential provisions of the applicable law:

Articles 13 and 19 of the Icelandic Trademark Act, No. 45/1997.

*Article 13*

It is a condition for registration that a trade mark be suitable for distinguishing the goods and services of the proprietor from those of other parties. A mark which indicates exclusively, or with only minor alterations or additions, the type of product or service, condition, quantity, use, price, origin or when it was produced or the service provided, shall not be deemed to possess sufficiently distinctive characteristics. The same shall apply to a sign or word combination which is common in trade or is used in everyday speech. In order to determine whether a mark has sufficiently distinctive



characteristics all circumstances must be considered, in particular how long and to what extent the mark has been in use.

*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:

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