

Israeli Patent Office, Trademarks Department

1 Agudat Sport Hapoel St., Technological Garden, Building No. 5,

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NOTIFICATION OF PROVISIONAL REFUSAL

According to Madrid protocol, Rule 17(1)

I.	Date of the notification of provisional refusal: 17/03/2020
II.	International Registration Number: 1453114
III.	Name of the holder: GSH TRADEMARKS LIMITED
IV.	<input checked="" type="checkbox"/> Provisional refusal based on an <i>ex officio</i> examination <input type="checkbox"/> Provisional refusal based on an opposition
V.	<input type="checkbox"/> Provisional refusal for all the classes <input checked="" type="checkbox"/> Provisional refusal for some of the classes: <p>Class 35: Arranging subscriptions to telecommunication services for others; import-export agency services; commercial information agency services; advertising agency services; rental of advertising space; business auditing; financial auditing; business intermediary services relating to the matching of potential private investors with entrepreneurs needing funding; employment agency services; outsourced administrative management for companies; demonstration of goods; opinion polling; market studies; commercial information and advice for consumers in the choice of products and services; business investigations; marketing research; consultancy regarding advertising communication strategies; consultancy regarding public relations communication strategies; business management and organization consultancy; business organization consultancy; business management consultancy; professional business consultancy; marketing; marketing in the framework of software publishing; targeted marketing; business management of performing artists; business management of sports people; scriptwriting for advertising purposes; updating and maintenance of information in registries; organization of exhibitions for commercial or advertising purposes; design of advertising materials; business appraisals; administrative assistance in responding to calls for tenders; business management assistance; provision of an on-line marketplace for buyers and sellers of goods and services; web indexing for commercial or advertising purposes; presentation of goods on communication media, for retail purposes; sales promotion for others; promotion of goods and services through sponsorship of sports events; production of teleshopping programmes; production of</p>

advertising films; rental of advertising time on communication media; publicity material rental; publication of publicity texts; radio advertising; dissemination of advertising matter; on-line advertising on a computer network; television advertising; negotiation of business contracts for others; negotiation and conclusion of commercial transactions for third parties; compiling indexes of information for commercial or advertising purposes; telemarketing services; psychological testing for the selection of personnel; interim business management; business management for freelance service providers; commercial administration of the licensing of the goods and services of others; business management of reimbursement programs for others; administration of consumer loyalty programs; administration of frequent flyer programs; public relations; market intelligence services; business efficiency expert services.

Class 36: Credit bureau services; debt collection agency services; real estate agency services; financial analysis; rental of offices for co-working; rental of real estate; lease-purchase financing; capital investment; insurance information; financial information; financial consultancy; debt advisory services; online banking; factoring; organization of collections; real estate appraisal; art appraisal; financial appraisals in responding to calls for tenders; financial evaluation [insurance, banking, real estate]; electronic funds transfer; surety services; real estate brokerage; providing financial information via a web site; financial sponsorship; insurance underwriting; real estate management; financial management of reimbursement payments for others; banking; trusteeship; bail-bonding; financing services; fiscal valuation.

Class 38: News agency services; wireless broadcasting; television broadcasting; cable television broadcasting; electronic bulletin board services [telecommunications services]; information about telecommunication; providing user access to global computer networks; providing access to databases; providing Internet chatrooms; providing telecommunications connections to a global computer network; video-on-demand transmission; message sending; computer aided transmission of messages and images; transmission of telegrams; transmission of digital files; providing online forums; videoconferencing services; rental of telecommunication equipment; radio broadcasting; radio communications; communications by computer terminals; satellite transmission; teleconferencing services; streaming of data.

Class 41: Booking of seats for shows; videotaping; production of music; publication of books; education information; recreation information; entertainment information; movie studio services; health club services [health and fitness training]; nightclub services [entertainment]; layout services, other than for advertising purposes; microfilming; videotape editing; production of radio and television programmes; screenplay writing; practical training [demonstration]; correspondence courses; training services

provided via simulators; organization of exhibitions for cultural or educational purposes; providing recreation facilities; arranging and conducting of colloquiums; arranging and conducting of congresses; arranging and conducting of conferences; arranging and conducting of concerts; arranging and conducting of workshops [training]; arranging and conducting of in-person educational forums; arranging and conducting of seminars; arranging and conducting of symposiums; organization of competitions [education or entertainment]; organization of cosplay entertainment events; organization of lotteries; organization of sports competitions; vocational guidance [education or training advice]; television entertainment; providing on-line videos, not downloadable; providing on-line music, not downloadable; providing television programs, not downloadable, via video-on-demand services; providing films, not downloadable, via video-on-demand services; cinema presentations; presentation of circus performances; presentation of live performances; theatre productions; conducting guided climbing tours; conducting fitness classes; educational examination; film production, other than advertising films; rental of audio equipment; rental of videotapes; rental of sound recordings; rental of cinematographic apparatus; rental of motion pictures; rental of radio and television sets; electronic desktop publishing; on-line publication of electronic books and journals; publication of texts, other than publicity texts; radio entertainment; entertainer services; entertainment services; writing of texts; news reporters services; party planning [entertainment]; translation; scriptwriting, other than for advertising purposes; ticket agency services [entertainment]; coaching [training]; sport camp services; recording studio services; photographic reporting; timing of sports events; production of shows.

Class 45: Detective agency services; arbitration services; leasing of Internet domain names; legal research; intellectual property consultancy; physical security consultancy; legal advice in responding to requests for proposals [RFPs]; monitoring intellectual property rights for legal advisory purposes; monitoring of burglar and security alarms; licensing of intellectual property; licensing of computer software [legal services]; licensing [legal services] in the framework of software publishing; inspection of factories for safety purposes; registration of domain names [legal services]; personal background investigations; copyright management; legal administration of licences; alternative dispute resolution services; legal document preparation services; on-line social networking services; legal services in relation to the negotiation of contracts for others; legal watching services.

VI. The application does not conform to the requirements of the Israeli trademarks law under article/s: **8(a) & 11(10)** of the trademark ordinance (see text under XV).

VII. Grounds for refusal:

The mark "**BIG MONEY**" is devoid of any distinctive character in relation to the claimed goods.

The mark bears direct reference to the character/quality of the services claimed.

The term "BIG MONEY" is common expression that means *large amount of money*.

This indicates that the goods claimed are various business services, financial services, communication services, learning and education services and social services, dealing with the possibility of increasing the financial capital of customers.

Other traders should be able to use the words "BIG MONEY" in relation to goods or services similar to yours.

According to article **8(a) & 11(10)** of the trademark ordinance

VIII. If the applicant does not respond within the time limit (3 months of the issue date) :

- ☒ The international registration shall be considered abandoned in Israel.
- ☐ The goods/services protected in class/es _____ - won't include the items indicated in this office action.
- ☐ Class/es _____ - will be omitted from the application.
- ☐ The mark shall be accepted according to the stipulations stated above.

IX. Information relating to an earlier registered mark/s :

X. Information relating to the identical or similar trade mark application/s :

XI. Time limit for requesting review or appeal begins: 17/03/2020.

Time limit for requesting review or appeal end: 17/06/2020.

XII. Authority to which such request for review or appeal should be made:

Israeli Patent Office, Trademarks Department
1 Agudat Sport Hapoel St., Technological Garden, Building No. 5,
Jerusalem, 9695101, Israel
Phone: 972-73-3927290, Fax: 972-2-6467026
E-mail: trademarks@justice.gov.il

XIII. Indications concerning the appointment of a representative:

In order to file a request for review or appeal, you will need to appoint a representative domiciled in Israel.

XIV. Signature:



Meital Levi

XV. Corresponding essential provisions of the applicable law:

Definition	1.	In this Ordinance -“Trademark” – means a mark used, or intended to be used, by a person in relation to goods he manufactures or deals in;
Marks eligible for registration	8.	<p>(a) No mark is eligible for registration as a trademark unless it is adapted to distinguish the goods of the proprietor of the mark from those of other persons (a mark so adapted being hereinafter referred to as a “distinctive mark”).</p> <p>(b) In determining whether a trademark is distinctive, the Registrar or the Court may, in the case of a trademark in actual use, take into consideration the extent to which such use has rendered such trademark in fact distinctive for goods in respect of which it is registered or intended to be registered.</p>
Limitation to certain colors	9.	A trademark may be limited in whole or in part to one or more specified colors, and in such a case the fact that it is so limited shall be taken into consideration by the Registrar or Court having to decide as to the distinctive character of such trademark. If and so far as a trademark is registered without limitation of color, it shall be deemed to be registered for all colors.
The scope of registration	10.	<p>(a) A trademark must be registered in respect of particular goods or classes of goods.</p> <p>(b) Any question as to the class within which any goods fall shall be determined by the Registrar, whose decision shall be final.</p>
Marks ineligible for registration	11.	<p>The following marks are not eligible for registration:</p> <p>(1) A mark referring to some connection with the President of the State or his household or to presidential patronage or a mark from which any such connection or patronage might be inferred;</p> <p>(2) Flags and emblems of the State or its institutions, flags and emblems of foreign states or international organizations, and any mark resembling any of these;</p> <p>(3) Public armorial bearings, official signs or seals used by any State to indicate control or warranty, and any sign resembling any of these and any sign from which it might be inferred that its proprietor enjoys the patronage of or supplies goods or renders services to a head of State or a Government, unless it is proved to the Registrar that the proprietor of the mark is entitled to use it;</p> <p>(4) Marks in which the following words appear – “patent”, “patented”, “by royal letters patent”, “registered”, “registered design”, “copyright”, “to counterfeit this is forgery” or words to like effect;</p> <p>(5) Marks which are or may be injurious to public policy or morality;</p> <p>(6) Marks likely to deceive the public, marks which contain false indications of origin and marks which encourage unfair trade competition;</p> <p>(6A) A mark containing a geographical marking in relation to goods that do not originate in the geographical area indicated, or a geographical marking that could be misleading in relation to the genuine geographical area of the origin of the goods;</p> <p>(6B) A mark containing a geographical marking that is verbally correct but contains a false representation to the effect that the goods originate in another geographical area;</p>

		(7) Marks identical with or similar to emblems of exclusively religious significance;
		(8) A mark on which the representation of a person appears, unless the consent of such person has been obtained; in the case of the representation of a deceased person, the Registrar shall request the consent of his survivors unless, in his opinion, reasonable grounds exist for not doing so;
		(9) A mark identical with one belonging to a different proprietor, which is already on the register in respect of the same goods or description of goods, or so nearly resembling such a mark as to be calculated to deceive;
		(10) A mark consisting of numerals, letters or words which are in common use in trade, to distinguish or describe goods or classes of goods or which bear direct reference to their character and quality, unless the marks have a distinctive character within the meaning of Section 8(b) or 9;
		(11) A mark whose ordinary signification is geographical or a surname, unless represented in a special manner or unless having a distinctive character within the meaning of Section 8(b) or 9;
		(12) A mark that identifies wine or an alcoholic drink containing a geographical signification, if the origin of the wine or alcoholic drink is not in that same geographical area;
		(13) A mark that is identical to or resembles so as to deceive, a well known mark even if it is not a registered trademark, in relation to goods in respect of which the mark is well known or in respect of goods of the same description;
		(14) A mark that is identical to or resembles a well known trademark that is a registered trademark, and this even if it is in respect of goods that are not of the same description, if the mark whose registration is being requested could indicate a connection between the goods in respect of which the mark is required and the proprietor of the registered mark, and the proprietor of the mark is liable to be adversely affected as a result of the use of the requested mark.
Mark identical with name of other person	12.	The Registrar may refuse an application for registration of a trademark identical or resembling the name or business name of another person, or containing a name identical or resembling as aforesaid, if the mark is likely to deceive the public or to cause unfair competition.
Name or description of goods	13.	Where a mark also contains a name or description of any goods, the Registrar may refuse to register it in respect of other goods; but he may so register it if in actual use the mark varies according to the goods for which it is used, and the applicant adds a note to such effect on his application.
Registration of certification mark	14.	(a) The Registrar may register a certification mark if he is satisfied that the proprietor of the mark is competent to certify the characteristics to be designated by the mark. (b) A certification mark is capable of registration even if it lacks distinctiveness as required by Section 8(a). (c) A certification mark may only be transferred with the permission of the Registrar.
Registration of collective mark	15.	(a) The Registrar may register a collective mark if he is satisfied that it is intended for use by the members of the body of persons concerned and that such body has control over the use of the mark by its members. (b) For all purposes of this Ordinance, the use of a collective mark by a member of the body shall be deemed to be the use thereof by such body, whether or not the body itself uses or intends to use it. (c) A collective mark may only be transferred with the permission of the Registrar.
Registration of marks	16.	(a) Notwithstanding the provisions of Section 8-11, the Registrar shall not refuse to register a trademark that is registered as a trademark in its country of origin unless any of the following apply

registered abroad	—	<p>Registration of the mark in Israel will infringe rights acquired in Israel by another person;</p> <p>The mark lacks any dimension that gives it a distinctive characteristic; a trade mark will not be disqualified for registration if it is distinct from the trademark registered in its country of origin in respect of details that do not alter its distinctive characteristic and do not adversely affect the identification of the registered mark in its country of origin.</p> <p>The mark consists exclusively of signs or indications which may serve in trade to designate the kind, quality, quantity place of origin, intended purpose, time of production or value of the goods;</p> <p>The mark is customary in current language or bona fide and established trade practices in Israel;</p> <p>The mark is contrary to public policy or to normality;</p> <p>The mark is likely to deceive the public.</p> <p>(b) "Country of origin", in relation to a trademark whose registration is requested under this Section – means a Member State in which the Applicant has an effective or serious industrial or commercial establishment, and if he has no such establishment within the territory of such State – a Member State in which he is domiciled, and if he does not have a domicile within the territory of such State – the Member State of which he is a national.</p> <p>(c) Where the Registrar accepts for registration a mark which would not have been registered but for the provisions of subsection (a), such fact shall be indicated in the publication of the application and in the Register.</p>
Application	17.	Any person claiming to be the proprietor of a trademark being used by or intended to be used by him and who wishes to register it, shall submit an application to that effect to the Registrar in the prescribed manner
Division of the application	17A.	<p>(a) A person who has submitted an application as stated in Section 17(a) in respect of several classes of goods, may, as long as no trade mark in the subject matter of the application has been registered under Section 26, apply to the Registrar for a division of the</p> <p>application into separate applications, according to classes of the goods, in the prescribed manner (referred to in this section as – an application for division); the Registrar having decided on such a division, that date of each of the applications that have been so separated shall be the date on which the original application was submitted.</p> <p>(b) Where an application for division has been submitted, after publication of receipt of the original application under Section 23, any objection submitted under Section 24 to registration of the trademark that is the subject of the original application shall be deemed to have been submitted in respect of each of the separated applications in so far as the objection relates to it.</p>
Powers of Registrar	18.	<p>(a) Subject to the provisions of this ordinance the Registrar may refuse an application or accept it as it is or subject to conditions, amendments or modifications, or subject to such limitations as he deems it proper to impose as to mode or place of use or otherwise.</p> <p>(b) In relation to an application for registration of a trademark in respect of a number of classes of goods, the Registrar may require its division into several applications, and the date of submission of each of the applications so separated shall be the date of submission of the application that was divided.</p>
	19.	Where the Registrar has refused an application his decision shall be subject to an appeal to the District Court, and the Registrar shall be the Respondent in such an appeal.
Requirement disclaimer	21.	(a) If a trademark contains matter common to the trade or otherwise of a non-distinctive character and it appears to the Registrar that the proprietor of the mark is not entitled to the exclusive use of

		<p>such matter or part thereof, he may, in deciding whether such trademark shall be entered or shall remain on the Register, as a condition thereof require that the proprietor disclaim any right to the exclusive use of such matter or make other such disclaimer as he may deem necessary in order to define his rights under the registration.</p> <p>(b) A disclaimer under this Section shall not affect any rights of the proprietor of the trademark except such as arise out of the registration of the mark.</p>
Objection	24.	<p>(a) Any person may within three months, from the date of the advertisement file with the Registrar a notice of objection to registration of the trademark.</p> <p>(a1) The following are the grounds for objection to registration of a trademark:</p> <p>(1) There is due cause and by virtue thereof the Registrar is empowered under the provisions of this ordinance to refuse the application for registration;</p> <p>(2) The objector claims to be the proprietor of the mark.</p> <p>(b) The aforesaid notice shall be given in the prescribed manner and shall set out therein details of the grounds of the objection.</p> <p>(c) The Registrar shall send a copy of the notice to the applicant.</p> <p>(d) The applicant shall send to the Registrar, in the prescribed manner and within the prescribed time, a counterstatement to the objection, setting forth the grounds on which he relies for his application.</p> <p>(e) If the applicant does not send a counterstatement as aforesaid he shall be deemed to have abandoned his application.</p> <p>(f) If the applicant sends a counterstatement, the Registrar shall furnish a copy thereof to the person who has notice of objection and shall, after hearing the parties, if so required, consider the evidence and shall decide whether to allow the registration and if so on what conditions.</p>
Rival claims to identical marks	29.	<p>(a) Where separate applications are made by different persons to be registered as proprietors of identical trademarks or those that are similar so as to deceive, in respect of the same goods or description of goods, and the special application was submitted as the previous application was accepted, the Registrar may refrain from accepting any of the applications until their rights are determined by agreement between them approved by the Registrar, and in the absence of such agreement or approval the Registrar shall decide, for reasons that shall be recorded as to which application shall continue to be processed in accordance with this ordinance.</p> <p>(b) An appeal shall lie against the Registrar's decision under subsection (a), to a District Court within 30 days from the date of the Registrar's decision.</p> <p>(c) The appellant shall deliver to the Registrar notice of filing of an appeal under subsection (b) within 30 days of the date of its filing.</p> <p>(d) In an appeal under subsection (b) the Court shall if so required, hear the Registrar.</p>
Restrictions on the registration of variety denominations	31.(a)	<p>A denomination of a variety shall not be registered in the Register of Rights if - in respect of agricultural crops of the same species - an identical denomination or an identical or similar description under the Trade Marks Ordinance (New Version) 5732-1972 is still registered, and no denomination shall be registered under the said Ordinance in respect of aforesaid crops, if - at any time - an identical or similar denomination of a variety was registered in the Register of Rights.</p>
Un-renewed trademark	34.	<p>Where a trademark has been removed from the register for nonpayment of the fee for renewal, such trademark shall, never the less, for the purpose any application for registration for a period of one</p>

<p>Notice of refusal or of filing of objection</p>	<p>56F</p>	<p>year after such removal be deemed to be a registered trademark.</p> <p>(a) Within 18 months of the date on which an Israel-designated application was sent to the Registrar, he shall send notice of each of the following to the International Bureau, pursuant to the provisions of this chapter:</p> <p>(1) A decision that the trademark is not eligible for registration or 30 that an application can only be accepted on conditions, with amendments , modifications or limitations, under the provisions of Section 18;</p> <p>(2) Filing of objections to registration of the trademark, or the existence of a possibility of submitting objections as aforesaid even after the said period of 18 months.</p>
<p>Standards law 1953 prohibitions</p>	<p>13. (a)</p>	<p>Persons must not -</p> <p>(1)use the terms Standard, Standard and norm, or words close to them, in any of their declarations (hereafter: protected terms) to describe a specification or technical rules for which no Standard or Official Standard was proclaimed ;</p> <p>(2)use any of the protected terms as a name for their business or for the activities of their business, without a permit from the Minister of Industry and Trade; this provision shall not apply to a person who made aforesaid use before this Law came into effect .</p> <p>(3)describe any commodity - in writing, orally or in any other way whatsoever - in a manner liable to create the impression that a permit to mark it with a Standard mark or with a supervision mark was issued, unless he learned that such a permit actually was issued ;</p> <p>(4)mark a commodity in a manner liable to create the impression that it conforms to a Standard or to an Official Standard, otherwise than by marking it lawfully with a Standard mark ;</p> <p>(5) describe or mark any commodity in a manner liable to create the impression that the Institution supervises its production, if the Institution does not supervise its production</p>
<p>Restriction on the registration of merchandise marks</p>	<p>14</p>	<p>Notwithstanding the provisions of the Merchandise Marks Ordinance 1938, after a Standard mark or a supervision mark has been determined, no merchandise mark shall be registered that is similar to that Standard mark or supervision mark, or is liable to create the impression that its owner was given a permit to use that Standard mark or supervision mark; after this Law comes into effect, a merchandise mark that includes one of the protected terms shall be registered only by permit from the Minister of Industry and Trade.</p>
<p>Appellations of origin and geographical indications (protection) law, 5725-1965</p>		<p>The improper use of a registered appellation of origin is an infringement of the right to an appellation of origin even if the true origin of the goods is indicated beside the appellation of origin and even if the appellation appears in translation or accompanied by expressions such as "kind", "type", "class", "imitation" or the like.</p>