



ESTONIAN PATENT OFFICE
TRADEMARK DEPARTMENT

THE PROTOCOL RELATING TO THE MADRID AGREEMENT
CONCERNING THE INTERNATIONAL REGISTRATION OF MARKS

NOTIFICATION OF *EX OFFICIO* PROVISIONAL REFUSAL

notified to the International Bureau of the World Intellectual Property Organization (WIPO)
according to Article 5 of the Madrid Protocol

I. Name and address of the office refusing protection: 1 (2)

The Estonian Patent Office
Trademark Department
Toompuiestee 7
15041 Tallinn
ESTONIA
Telephone: + 372 627 7927

II. Number of the international registration which is the subject of the provisional refusal:

1453114

III. Other information concerning the international registration which is the subject of the provisional refusal:

Verbal elements of the mark: **BIG MONEY**

IV. The grounds for this provisional refusal are the following:

The sign **BIG MONEY** only indicates the intended purpose and other characteristics, the subject matter of the services indicated in item VI, namely that these services are intended for providing the customer big money (a large amount of money).

The sign **BIG MONEY** is not distinctive for services indicated in item VI, because it is devoid of any distinctive character.

Therefor the IR 1453114 cannot be registered in Estonia for services indicated in item VI.

V. Provision of the Estonian Trademark Act applicable on the subject (enclosed):
Section 9 subsections 1(2), 1(3) and 1(6).

VI. The grounds referred to in item IV affect:

a) following services in class 35: Business intermediary services relating to the matching of potential private investors with entrepreneurs needing funding; business investigations; 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; business management of performing artists; business management of sports people; business appraisals; business management assistance; negotiation of business contracts for others; negotiation and conclusion of commercial transactions for third parties; 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; business efficiency expert services.

b) following services in class 36: Financial analysis; lease-purchase financing; capital investment; insurance information; financial information; financial consultancy; debt advisory services; online banking; factoring; financial appraisals in responding to calls for tenders; financial evaluation [insurance, banking, real estate]; providing financial information via a web site; financial sponsorship; financial management of reimbursement payments for others; banking; financing services; fiscal valuation.

c) following services in class 41: Production of radio and television programmes; practical training [demonstration]; correspondence courses; training services provided via simulators; arranging and conducting of colloquiums; arranging and conducting of congresses; arranging and conducting of conferences; arranging and conducting of workshops [training]; arranging and conducting of seminars; arranging and conducting of symposiums; organization of competitions [education or entertainment]; organization of lotteries; organization of sports competitions; vocational guidance [education or training advice]; television entertainment; providing television programs, not downloadable, via video-on-demand services; radio entertainment; coaching [training]; production of shows.

VII. The owner of the registration may request a review of the provisional refusal. The request shall be received by Estonian Patent Office no later than within 4 months from the date of the provisional refusal.

The time limit expires **12/08/2020** (dd/mm/yyyy).

The request has to be filed through the authorized patent attorney of the Republic of Estonia (section 13 subsection 2 of the Estonian Trademark Act). List of patent attorneys is available at <http://www.epa.ee/>

Please note that if the owner of the registration fails to respond by the due date, the registration shall be deemed to be withdrawn for goods and services mentioned in item VI (section 38 subsection 2 of the Estonian Trademark Act). The owner may request that processing be resumed (section 47 subsection 3 of the Estonian Trademark Act).

Please note that if the mark is protected subsequent to review of the provisional refusal an interested person may contest the owners right to a trade mark within two months as of the publication of the trade mark (section 41 subsection 2 of the Estonian Trademark Act).

VIII. Date on which the provisional refusal was pronounced: 27/03/2020 (dd/mm/yyyy).

IX. Signature of the Office:

Ekke-Kristian Erilaid
Senior Examiner

Extract from the Estonian Trademark Act

§ 9. Absolute circumstances which preclude legal protection

(1) Legal protection shall not be granted to the following signs:

2) signs which are devoid of any distinctive character, including single letters in non-stylised form, single numbers in non-stylised form and single colours;

3) signs which consist exclusively of signs or indications which designate the kind, quality, quantity, intended purpose, value or geographical origin of the goods or services, the time of production of the goods or of rendering of the services, or other characteristics of the goods or services, or which describe the goods or services in another manner, or which consist of the above-mentioned signs or indications which are not considerably altered;

6) signs which are of such a nature as to mislead the consumer as to the kind, quality, quantity, intended purpose, value or geographical origin of the goods or services, the time of production of the goods or of rendering of the services, or other characteristics of the goods or services;

§ 13. Representative for performing acts related to legal protection of trade marks

(2) A person with no residence, seat or commercial or industrial enterprise operating in Estonia shall authorise a patent attorney as the person's representative to perform procedures related to trade marks at the Patent Office and at the Board of Appeal, except the filing of an application.

§ 41. Adjudication of appeals and revocation applications

(2) An interested person may contest an applicant's right to a trade mark at the Board of Appeal if any circumstances specified in subsection § 10 of this Act which preclude legal protection exist. The term for filing a revocation application is two months from the publication of the notice of the decision to register a trade mark.

§ 38. Examination of trade marks

(2) If an examination reveals circumstances which preclude the legal protection of a trade mark, the Patent Office shall notify the applicant thereof and set a term of at least two months for eliminating said circumstances or giving explanations. If the applicant fails to respond within the set term, the application is deemed to be partially or fully withdrawn.

§ 47. Withdrawal of applications, termination and resumption of processing

(3) An applicant may request that processing be resumed if the Patent Office terminated processing having deemed the application to be partially or fully withdrawn pursuant to subsection 37 (3) or 38 (2) of this Act.