



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

Reykjavík, 27 January 2021  
Our reference: 201909-8214, 4.1  
Your reference: 1485041

Notification of statement of grant of protection following a provisional refusal according to Rule 18ter(2)

I. Office making the notification:

**Icelandic Intellectual Property Office**

II. Number of the international registration:

**1485041**

III. Name of the holder:

MEDINDUSTRY (CYPRUS) LIMITED, Griva Digeni, 59, Kaimakliotis Building, 5th floor, CY-6043 Larnaca,  
CY

IV. Referring to the ex officio provisional refusal previously sent by the Icelandic Intellectual Property Office concerning the following International registration. All procedures before the Office relating to the protection of the mark have been completed.

Protection of the mark is granted for:

- ☐ all the goods and/or services (Rule 18ter(2)(i))  
☒ the following goods/and or services (Rule 18ter(2)(ii)):

The following services in class 35: Administrative assistance in responding to requests for proposals [RFPs]; administrative assistance in responding to calls for tenders; administrative processing of purchase orders; administration of consumer loyalty programs; cost price analysis; auctioneering; outsourced administrative management for companies; book-keeping; web indexing for commercial or advertising purposes; accounting; negotiation of business contracts for others; market studies; opinion polling; invoicing; arranging newspaper subscriptions for others; payroll preparation; tax preparation; demonstration of goods; business inquiries; business management assistance; commercial or industrial management assistance; advisory services for business management; business research; economic forecasting; providing business information via a web site; compilation of information into computer databases; compilation of statistics; business information; business management for freelance service providers; business management of reimbursement programmes for others; interim business management; commercial information and advice for consumers in the choice of products and services; commercial administration of the licensing of the goods and services



of others; computerized file management; marketing; marketing in the framework of software publishing; targeted marketing; marketing research; provision of commercial and business contact information; provision of an on-line marketplace for buyers and sellers of goods and services; writing of publicity texts; scriptwriting for advertising purposes; word processing; updating of advertising material; updating and maintenance of data in computer databases; updating and maintenance of information in registries; web site traffic optimization; organization of exhibitions for commercial or advertising purposes; organization of trade fairs for commercial or advertising purposes; rental of advertising space; personnel recruitment; business intermediary services relating to the matching of potential private investors with entrepreneurs needing funding; outsourcing services [business assistance]; commercial intermediation services; competitive intelligence services; layout services for advertising purposes; price comparison services; market intelligence services; procurement services for others [purchasing goods and services for other businesses]; gift registry services; data search in computer files for others; sponsorship search; search engine optimization for sales promotion; presentation of goods on communication media, for retail purposes; publicity material rental; rental of advertising time on communication media; rental of vending machines; rental of sales stands; direct mail advertising; psychological testing for the selection of personnel; publication of publicity texts; radio advertising; registration of written communications and data; advertising; pay per click advertising; outdoor advertising; advertising by mail order; on-line advertising on a computer network; document reproduction; bill-posting; distribution of samples; dissemination of advertising matter; design of advertising materials; systemization of information into computer databases; drawing up of statements of accounts; compiling indexes of information for commercial or advertising purposes; sales promotion for others; promotion of goods and services through sponsorship of sports events; production of teleshopping programmes; production of advertising films; transcription of communications [office functions]; television advertising; telemarketing services; negotiation and conclusion of commercial transactions for third parties.

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V. **Appeal:**

The refusal may be appealed no later than two months from the date of this statement according to Article 63 of the Icelandic Trademark Act No. 45/1997.

The appeal shall be brought before the Board of Appeal for Industrial Intellectual Property Rights, Ministry of Industries and Innovation, Skúlagata 4, 150 Reykjavík, Iceland. The fee for appeal according to Regulation on fees for Patents, Trademarks and Designs etc. No. 818/2016, must be paid within the same time limit.

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