



NOTIFICATION OF EX OFFICIO REFUSAL

Notified to the International Bureau of
the World Intellectual Property Organization (WIPO)
under Rule 17 (2) and 17 (5)(e) of the Common Regulations

NOTE: This notification of ex officio refusal shall be deemed to include a statement in accordance with Rule 18ter (2) (ii) or (3) of the Common Regulations. Any request for review shall be filed to the CNIPA, through a qualified Chinese agency or attorney, within 15 days from receipt of this notification.



- I. Office which pronounces the refusal:
National Intellectual Property Administration, PRC (CNIPA)
1, Chama Nanjie, Xichengqu, Tel: 8610-63219000
Beijing, 100055
People's Republic of China FAX: 8610-68050285
- II. Date of the refusal pronounced: 2024/11/27
- III. Our reference number: GJZCG1800151BHYW01
- IV. International registration number: 1800151
- V. Date of notification to China: 2024/07/18
- VI. Basic national registration number:
Basic national application number: 2395364
- VII. The mark is refused for the following goods and/or services:
9: All the goods;
18: All the goods;
25: All the goods;
28: Sport and athletic equipment, namely basketballs, footballs, soccer balls, soccer goal nets, shin guards, chin guards, baseball mitts, baseball gloves, protective padding for athletic use; bags specially adapted for carrying sports equipment and sports balls;
35: All the services;
42: All the services.
- VIII. Reason(s) of refusal:
Prior national and/or international mark(s). (See Item X)
This mark is similar to the earlier mark(s).
The goods and/or services listed in Column VII are similar to those of the earlier application and/or earlier registration.
Services related to retail, retail ordering and virtual services are not accepted in China for the purpose of trademark registration.
- IX. Applicable legal provisions of the refusal:
Article(s): (See the excerpts of the laws and regulations)
Trademark Law Article 22&30
- X. Informations concerning the earlier mark(s):

Mark:

ATELITE

Date of application:

2020/07/23

Number of application:

48354848

Date of priority:

Date of registration:

2021/03/07

Number of registration:

Non-Madrid 48354848

Name of the holder:

HUMAN WELLNESS INC.

Address of the holder:

11F, 15, Teheran-ro 98-gil, Gangnam-gu, Seoul 06181, Republic of Korea

Goods/services: class 9

可下载的影像文件；处理信息、数据、声音和图像用中央处理器；电子出版物（可下载）；数据处理设备用印刷电路接口卡；计算机程序（可下载软件）；光盘；移动电话用可下载图像；可下载的计算机应用软件；图像处理用电子卡；数据处理设备；

Device:

atelite

Mark:

图形

Date of application:

2020/08/11

Number of application:

48832329

Date of priority:

Date of registration:

2021/03/21

Number of registration:

Non-Madrid 48832329

Name of the holder:

SONG WEN JIE

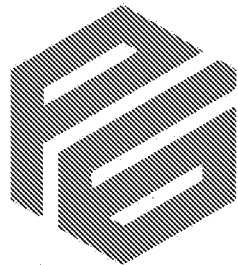
Address of the holder:

SHAN XI SHENG XIN ZHOU SHI JING LE XIAN E CHENG ZHEN ZHAO WANG CHENG
CUN 0 3 8 CHINA

Goods/services: class 9

液晶显示屏；视频显示屏；智能手机屏幕专用保护膜；智能手机用壳；放大器；移动电源（可充电电池）；手机用自拍杆；智能手机电池充电器；手机用USB线；USB闪存盘；

Device:



Mark:

图形

Date of application:

2021/04/13

Number of application:

55192605

Date of priority:

Date of registration:

2022/01/07

Number of registration:

Non-Madrid 55192605

Name of the holder:

ZHU TONG SHU PEI DIAN YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG YUE QING SHI LIU SHI ZHEN XIN GUANG GONG YE QU (HUA RONG TOU ZI YOU XIAN GONG SI NEI) CHINA

Goods/services: class 9

数量显示器；发光式电子指示器；探测器；电缆；电插头；工业遥控操作用电气设备；
▲已删商品▲
已录制的计算机操作程序；防无线电干扰设备（电子）；声音警报器；电池；

Device:



Mark:

图形

Date of application:

2020/12/28

Number of application:

52520636

Date of priority:

Date of registration:

2021/08/14

Number of registration:

Non-Madrid 52520636

Name of the holder:

DAI MENG KE JI (TAI ZHOU) YOU XIAN GONG SI

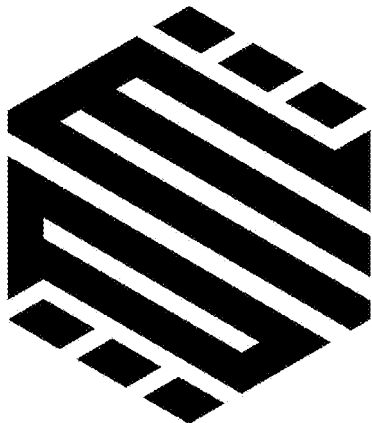
Address of the holder:

ZHE JIANG SHENG TAI ZHOU SHI JIAO JIANG QU BAI YUN JIE DAO FANG YUAN DA SHA
SHANG WU LOU 7 2 0 SHI (ZI ZHU SHEN BAO JIN XIAN BAN GONG) CHINA

Goods/services: class 18

背包；运动包；登山包；旅行包；旅行箱；包；伞；登山杖；铁头登山杖；手杖；

Device:



Mark:

图形

Date of application:

2018/12/04

Number of application:

35096416

Date of priority:

Date of registration:

2019/11/14

Number of registration:

Non-Madrid 35096416

Name of the holder:

DONG GUAN SHI YI SHUN DIAN ZI KE JI YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG DONG GUAN SHI LIAO BU ZHEN XI XI CUN HONG MIAN NAN
LU 6 HAO YI LOU CHINA

Goods/services: class 18

皮制带子；牵引动物用皮索；皮制家具罩；女用阳伞；手杖；
▲已删商品▲
半加工或未加工皮革；卡片盒（皮夹子）；手提包；包装用皮袋（信封、小袋）；皮革或皮革板制盒；

Device:



Mark:

TRUE ATHELITE

Date of application:

2013/01/21

Number of application:

12072812

Date of priority:

Date of registration:

2015/08/21

Number of registration:

Non-Madrid 12072812

Name of the holder:

ANDREW THOMAS ARCANGEL

Address of the holder:

1133 BROADWAY,SUITE 706,NEW YORK,NY 10010, USA

Goods/services: class 25

服装；鞋(脚上的穿着物)；帽子；手套(服装)；短袜；袖口(衣服)；内衣；外套；袜；

Device:

TRUE ATHELITE

Mark:

WINS SCORING

Date of application:

2019/01/25

Number of application:

36160696

Date of priority:

Date of registration:

2019/11/21

Number of registration:

Non-Madrid 36160696

Name of the holder:

GUANG ZHOU XIN SHI YU SHI YE YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG GUANG ZHOU SHI BAI YUN QU YONG PING JIE DONG PING
JIAO TENG JIE ER XIANG 6 HAO 2 0 1 FANG CHINA

Goods/services: class 28

运动球类球胆；体育活动用球；运动用球；保龄球设备和器械；游戏机；自动和投币启动的游戏机；带有液晶显示屏的便携式游戏机；娱乐场用视频游戏机；游戏机控制器；投球机；

Device:



Mark:

ATT-ELITE

Date of application:

2023/06/28

Number of application:

72505890

Date of priority:

Date of registration:

2023/12/14

Number of registration:

Non-Madrid 72505890

Name of the holder:

BEI JING KAI LI SHI KE JI YOU XIAN GONG SI

Address of the holder:

BEI JING SHI FENG TAI QU NAN SI HUAN XI LU 1 8 8 HAO SHI YI QU 7 HAO LOU 3
CENG 3 2 9 1 CHINA

Goods/services: class 35

广告；进出口代理；为他人推销；商业管理辅助；人员招聘；复印服务；会计；寻找赞助；外包服务（商业辅助）；药用、兽医用、卫生用制剂和医疗用品的零售服务；

Device:

ATT-elite

Mark:

ATT-ELITE

Date of application:

2023/06/28

Number of application:

72511335

Date of priority:

Date of registration:

2023/12/14

Number of registration:

Non-Madrid 72511335

Name of the holder:

BEI JING KAI LI SHI KE JI YOU XIAN GONG SI

Address of the holder:

BEI JING SHI FENG TAI QU NAN SI HUAN XI LU 1 8 8 HAO SHI YI QU 7 HAO LOU 3
CENG 3 2 9 1 CHINA

Goods/services: class 42

人工智能技术领域的研究；化学研究；服装设计；平台即服务（PaaS）；电信网络安全咨询；电子数据存储；计算机系统设计；计算机软件设计；通过技术手段为电子商务交易进行用户认证服务；量子计算；

Device:

ATT-elite

Mark:

雅孜

Date of application:

2019/01/10

Number of application:

35851848

Date of priority:

Date of registration:

2020/07/21

Number of registration:

Non-Madrid 35851848

Name of the holder:

YA ZI HUAN JING JIANG SU YOU XIAN GONG SI

Address of the holder:

JIANG SU SHENG SU ZHOU GONG YE YUAN QU HUAN FU LU 9 9 HAO HAI YI DA SHA 4 LOU 4 1 5 SHI CHINA

Goods/services: class 42

室内装饰设计；服装设计；软件设计和开发；生物化学研究和分析；计算机硬件设计和开发咨询；平面美术设计；环境科学方面的技术咨询；科学研究和开发；工业品外观设计；艺术品鉴定；

Device:



Relevant Provisions of the Law and the Regulations

(Excerpts)

Trademark Law of China

Article 10 The following signs shall not be used as trademarks:

- (1) those identical with or similar to the State name, national flag, national emblem, national anthem, military flag, military emblem, military anthem, or decorations etc, of the People's Republic of China, and those identical with the names or symbols of the Central State government organizations, or with the names of the particular venues, where the Central State government organizations are located, or with the names or graphs of the symbolic buildings of the Central State government organizations;
- (2) those identical with or similar to the State names, national flags, national emblems or military flags etc, of foreign countries, unless consent has been given by the government of the relevant country;
- (3) those identical with or similar to the names, flags or emblems etc, of international intergovernmental organizations, unless consent has been given by the relevant organization or the public is not likely to be misled by such use;
- (4) those identical with or similar to official signs or hallmarks indicating control and warranty, unless authorization has been given;
- (5) those identical with or similar to names or symbols of the Red Cross or the Red Crescent;
- (6) those having the nature of discrimination against any nationality;
- (7) those having the fraudulence, which will easily mislead the public as to the features such as qualities of the goods, or the places of the origins;
- (8) those detrimental to socialist morality or customs, or having other unhealthy influences.

The geographical names of the administrative divisions at or above the county level or the foreign geographical names well-known to the public shall not be used as trademarks, but such geographical names as have otherwise meanings or as an element of a collective mark or a certification mark shall be

exclusive. Where a trademark using any of the above-mentioned geographical name has been approved and registered, it shall continue to be valid.

Article 11 The following signs shall not be registered as trademarks:

- (1) those which consist exclusively of the generic names, designs, or models of the goods in respects of which the trademark is used;
- (2) those which consist exclusively of direct indications of the quality, primary raw material, functions, intended purpose, weight, quantity or other characteristics of goods;
- (3) other signs which are devoid of any distinctive character.

Where trademarks under the preceding paragraph have acquired distinctiveness through use and become easily distinguishable, they may be registered as trademarks.

Article 12 Where a three-dimensional sign is applied for registration of a trademark, it shall not be registered if it consists exclusively of the shape which results from the nature of the goods themselves, the shape of goods which is necessary to obtain a technical result, or the shape which gives substantial value to the goods.

Article 16 Where a trademark contains or consists of a geographical indication with respect to goods not originating in the place indicated, misleading the public as to the true place of origin, the application for registration shall be refused and the use of the mark shall be prohibited. But for those marks that have obtained registration in good faith shall continue to be valid.

Geographical indications mentioned in the preceding paragraph are indications that identify a particular good as originating in a region, where a given quality, reputation or other characteristics of the goods is essentially attributable to its natural or human factors.

Article 22 An applicant for the registration of a trademark shall, in accordance with the prescribed classification of goods, in the application, indicate the class(es) and the indications of goods in respect of which the trademark is to be used.

An applicant can apply for the registration

of the same trademark on the different classes of goods through one application.

Applications for trademark registration and other related documents shall be submitted in writing or electronic format.

Article 23 Where a registered trademark needs to acquire the exclusive right to be used in respect of goods beyond the approved range of use, a new application for registration shall be filed.

Article 30 Where a trademark the registration of which has been applied for is not in conformity with the relevant provisions of this Law, or it is identical with or similar to the trademark of another party that has, in respect of the same or similar goods, been registered or, after examination, preliminarily approved, the Trademark Office shall refuse the application and shall not publish the said trademark.

Article 31 Where two or more applicants apply for the registration of identical or similar trademarks for the same or similar goods, the preliminarily approval, after examination, and the publication shall be made for the trademark that was first filed. Where applications are filed on the same day, the preliminarily approval, after examination, and the publication shall be made for the trademark that was used earliest, and the applications of the others shall be refused and their trademarks shall not be published.

Article 33 The prior right owner or any interested party who believes that the trademark stands in violation of the provisions of second and third paragraphs of Article 13, Article 15, first paragraph of Article 16, Article 30, 31 and 32 of this law, or any party who believes that the trademark stands in violation of the provisions of Article 10, 11 and 12 of this law may, within three months from the date of the publication, file an opposition against the trademark that has, after examination, been preliminarily approved. If no opposition has been filed at the expiration of the specified period, the registration shall be approved, a certificate of trademark registration shall be issued and the trademark shall be published.

Article 35 Where it is decided that the registration shall be approved by the Trademark

Office, a certificate of trademark registration shall be issued and the trademark shall be published. Where the Opponent is dissatisfied with the decision, he or it may, pursuant to Article 44 and 45 of this law, apply for a declaration that the trademark is invalid to the Trademark Review and Adjudication Board.

Where it is decided that the registration shall not be approved by the Trademark Office and the Opposed party is dissatisfied with the decision, he or it may, within fifteen days from receipt of the notification, apply for a review to the Trademark Review and Adjudication Board. The Trademark Review and Adjudication Board shall make a decision within twelve months from receipt of the application and notify both the Opponent and the Opposed party in writing. The administrative authority for industry and commerce under the State Council may grant a six-month extension under certain circumstances. . Where the Opposed party is dissatisfied with the decision of the Trademark Review and Adjudication Board, he or it may, within thirty days from receipt of the notification, institute legal proceedings with the people's court. The people's court shall notify the Opponent as a third party to the litigation.

Article 42 Where a registered trademark is assigned, the assignor and assignee shall sign an agreement for the assignment and jointly file an application with the Trademark Office. The assignee shall guarantee the quality of the goods in respect of which the registered trademark is used.

When a registered trademark is to be assigned, the trademark registrant shall assign in a lump all of its similar trademarks in respect of the identical goods, or, identical or similar trademarks in respect of the similar goods.

With respect to applications for the assignment of registered trademarks, which may produce confusion or other adverse effects, the Trademark Office shall refuse them, and shall notify the applicants in writing and give the reasons therefor.

The assignment of a registered trademark shall be published after it has been approved. The assignee shall enjoy the exclusive right to use the trademark from the date of publication.

Article 50 Where a registered trademark has been cancelled, invalidated or has not been renewed at the expiration, the Trademark Office shall, during one year from the date of the cancellation, invalidation or expiration, approve no application for the registration of a trademark that is identical with or similar to the said trademark.

Regulations for the Implementation of Trademark Law

Rule 13 Anyone who applies for registration of a trademark shall file an application based on the published Classification of Goods and Services. For each application for registration of a trademark, the applicant shall submit to the Trademark Office one copy of the Application for Trademark Registration and one copy of reproduction of the trademark; if applying for the registration of the combination of colors or a sign with the designated color or colors as a trademark, one copy of colored reproduction of the trademark and one copy of the black and white design shall be submitted; if applying for the registration of trademark without designated color or colors, the black and white design shall be submitted.

The reproductions of a trademark must be clear, easy to be pasted up, printed on smooth and clear durable paper or use photographs as a substitute, and the length and breadth of which shall be not more than ten centimeters and not less than five centimeters each.

If applying for the registration of a three-dimensional sign as a trademark, the applicant shall make a statement in the application, explain how to use the trademark, and submit a reproduction including perspectives of at least three different sides of the mark thereof by which the three-dimensional shape can be determined.

If applying for the registration of the combination of colors as a trademark, the applicant shall make a statement in the application, and explain how to use the trademark.

If applying for the registration of a sound as a trademark, the applicant shall make a

statement in the application, submit the audio reproduction as requested, describe the sound and explain how to use the trademark. The description shall describe the said sound by musical notation or numbered musical notation with explanatory words; if the said sound could not be described by musical notation or numbered musical notation, it shall be describe in words. The trademark description shall be in conformity with the sound sample.

If applying for the registration of a collective mark or a certification mark, the applicant shall make a statement in the application, and submit the documents certifying the qualifications of the subjects and the rules on the administration of the use of the mark.

Where a trademark is, or consists of, foreign words, their Chinese meanings shall be indicated.

Rule 15 The class(es) and indications of goods or services shall be listed in the application as specified in the Classification of Goods and Services; where any goods or services are not included in the Classification of Goods and Services, a description of the goods or services in question shall be attached to the application.

Applications for trademark registration and other related documents submitted in writing shall be typewritten or printed.

The preceding paragraph applies to other trademark affairs.

Rule 19 Where two or more applicants apply respectively on the same day for the registration of identical or similar trademarks in respect of the same or similar goods, both or all of the applicants shall, within 30 days from the date of receipt of the notification of the Trademark Office, submit the evidence of prior use of such trademarks before applying for registration. Where the use started on the same day or none is yet in use, both or all of the applicants may, within 30 days from the date of receipt of the notification of the Trademark Office, conduct consultations on their own and submit a written agreement to the Trademark Office; if they are not willing to conduct consultations or they fail to reach an agreement through consultations, the Trademark Office shall notify both or all of the applicants to determine one of them by drawing

lots and refuse the applications for registration filed by others. Where an applicant has been notified by the Trademark Office but fails to participate in the drawing of lots, the application filed by such an applicant shall be considered abandoned, and the Trademark Office shall notify the applicant in writing who does not participate in the drawing of lots.

Rule 43 Anyone who applies for the territorial extension to China, and requests for the protection of a three-dimensional sign, combination of colors or sound as a trademark, or the protection of collective trademark or certification trademark, within three months from the date of recording the trademark in the International Register, shall submit the materials required by Rule 13 through the trademark agency established in accordance with laws in China. If the applicant fails to submit the relevant materials within the time limit, such application shall be refused.

Rule 45 The opponent who is in conformity with Article 33 of The Trademark Law may file an opposition to the Trademark Office against a request for territorial extension to China within 3 months from the first day of the next month following the publication of the International Registration Gazette by the World Intellectual Property Organization.

The Trademark Office shall notify the International Bureau the opposition in the form of provisional refusal before the expiry of the applicable refusal period.

The Opposed party may make a response within 30 days from receipt of the provisional refusal transmitted by the International Bureau. The response and other related evidence shall be submitted through the trademark agency established in accordance with laws in China.

Rule 47 For the assignment of territorial extensions designating China, the assignee shall have a real and effective industrial or commercial establishment in, or be domiciled in a contracting party, or be a national of a contracting state or a state member of a contracting organization.

Where an assignor fails to assign in a lump all his or its identical or similar marks in respects of the same or similar goods or services,

the Trademark Office shall notify the holder of international registration to rectify the situation within 3 months from the date of the notification; if the situation is not rectified at the expiration of the time limit, or if the assignment of a trademark is likely to produce confusion or bears other adverse effects, the Trademark Office shall decide that the said assignment has no effect in China, and declare it to the International Bureau.

Rule 48 For the limitation of list of goods and services of territorial extensions designating China, if the limitation does not comply with the requirements on the classification of goods or services enforced in China, or enlarges the original list of goods and services, the Trademark Office shall decide that the limitation has no effect in China, and declare it to the International Bureau.

Administrative Reconsideration Law

Article 9 Any citizen, legal person or any other organization, who considers that a specific administrative act has infringed upon his or its lawful rights and interests, may file an application for administrative reconsideration within 60 days from the day when he or it knows the specific administrative act, except that the time limit prescribed in laws exceeds 60 days.

If the time limit prescribed by law is delayed due to force majeure or other special reasons, the time limit shall be accounted continuously from the day when the obstacle is removed.

Administrative Procedure Law

Article 46 If a citizen, a legal person or any other organization brings a suit directly before a people's court, he or it shall do so within six months from the day when he or it knows that a specific administrative act has been undertaken, except as otherwise provided for by law.