



## 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: 2025/02/25

III. Our reference number: GJZCG1811973BHYW01

IV. International registration number: 1811973

V. Date of notification to China: 2024/09/26

VI. Basic national registration number: UK00004012664  
Basic national application number: UK00004012664

VII. The mark is refused for the following goods and/or services:  
9: Animated cartoons; apparatus for recording images; apparatus for recording sound; apparatus for reproduction of sound; application software; audio books; audiovisual apparatus; baby monitors; bags adapted for laptops and tablet computers; bicycle helmets; books recorded on disc; books recorded on tape; calculators; cases especially made for photographic apparatus and instruments; cases for children's eyeglasses; cd players; children's educational software; cinematographic apparatus and instruments; clothing for protection against accidents, irradiation and fire; compasses [directional]; computers; computer software linking digitised video and audio media to a global computer information network; corrective eyewear; databases; data processing equipment; data storage devices and media; decorative magnets; digital books downloadable from the internet; digital organizers; digital video players; downloadable computer games; downloadable digital files authenticated by non-fungible tokens [nfts]; downloadable digital photos; downloadable educational course materials; downloadable educational media; downloadable electronic books; downloadable electronic publications; downloadable emoticons; downloadable image files; downloadable media; downloadable media content, including video and films, television programmes, computer games, music, images and ring tones; downloadable multimedia files; downloadable podcasts; downloadable posters; downloadable printable planners and organizers; downloadable publications; downloadable ringtones; downloadable series of children's books; downloadable sewing patterns; downloadable video files; downloadable video recordings; dvd players; e-books; electronic diaries; electronic dictionaries; electronic interactive whiteboards; electronic magazines; electronic navigation apparatus; electronic personal alarm devices; electronic pocket translators; electronic publications; electronic surveillance apparatus; eyewear cases; fashion eyeglasses; frames for spectacles and sunglasses; games software; games software for use with computers; global positioning apparatus; headphones; holograms; holographic apparatus; holographic images; image capturing and developing devices; interactive dvds; interactive electronic publications; karaoke equipment; magnetic data carriers; masks for swimming; mathematical instruments; measuring, detecting, monitoring and controlling devices; media content;

memory storage devices; mouse mats; mouth guards for sports; multimedia apparatus and instruments; musical video recordings; navigation, guidance, tracking, targeting and map making devices; nose clips for swimming; optical apparatus and instruments; personal digital assistants [pdas]; personal digital assistants in the shape of a watch; personal flotation devices; personnel tracking devices; photographic apparatus and instruments; photographic equipment; portable media players; pre-recorded audio cassettes; pre-recorded audio tapes; pre-recorded dvds; prerecorded motion picture films; pre-recorded motion picture films; prerecorded motion picture videos; pre-recorded videos; protective covers and cases for mobile phones, laptops, tablet computers, handheld computing or communications devices; protective eyewear; protective helmets; protective helmets for children; recording discs; reflective apparel and clothing for the prevention of accidents; safety, security, protection and signalling devices; science sets for children being instructional apparatus; sensors, detectors and monitoring instruments; ski goggles; smartglasses; smartphones; smart speakers; software; software and applications for mobile devices; software for smartphones; software for tablet computers; sound recordings; speakers; spectacles; sports eyewear; sunglasses; swim goggles; tablet monitors; talking books; usb web keys; video baby monitors; video films; video recordings; virtual and augmented reality software; virtual reality glasses; virtual reality headsets; wearable activity trackers; wearable monitors; wearable portable media players; wet suits; parts, fittings and accessories for the aforesaid goods;

14:All the goods;

16:Art prints; blank journals; book covers; bookmarkers; bookmarks; books; books featuring characters from animated, action adventure, comedy and/or drama features; calendars; cardboard; children's activity books; children's books; children's books incorporating an audio component; children's storybooks; collectable trading cards; coloured pencils; colouring books; comic books; comics; crayons; decals; desk mats; diaries [printed matter]; document page markers; drawing materials; drawings; envelopes; erasers; gift wrapping paper; greeting cards; highlighting markers; lithographs; magazines [periodicals]; magazines [periodicals] featuring characters from animated, action adventure, comedy and/or drama features; modeling clay for children; money clips; notebooks; note cards; painting sets for children; paper; paper party decorations, namely, paper napkins, paper doilies, paper place mats, crepe paper, invitations, paper table cloths, paper cake decorations; paper place mats; paper table mats; pen cases; pencil cases; pencils; pens; photographs; pictures; posters; printed matter; printed patterns for costumes, pyjamas, sweatshirts and t-shirts; printed publications; printers' type; printing blocks; stationery; stick markers; table mats of cardboard; transfers [decalcomanias]; writing paper; parts and accessories for the aforesaid goods;

18:All-purpose carrying bags; all purpose sports bags; animal apparel; animal carriers [bags]; animal harnesses; animal leads; animal leashes; attaché cases; baby backpacks; baby carriers worn on the body; backpacks; baggage; baggage tags; bags; belt pouches; book bags; boxes of leather or leatherboard; briefcases; business card cases; card cases [notecases]; card wallets; carry-all bags; carry-on bags; cases for keys; change purses; children's shoulder bags; clutch bags; clutches [purses]; coin purses; collars for pets; cosmetic bags sold empty; cosmetic cases sold empty; cosmetic purses; costumes for animals; credit card cases; diaper bags; dog waste bag dispensers adapted for use with leashes; fanny packs; faux fur; garment bags for travel; handbags; hat boxes for travel; luggage; luggage organizers; luggage tags; make-up bags; motorized suitcases; nappy bags; pocket wallets; pouches; purses; randsels [japanese school satchels]; rucksacks; saddlery, whips and apparel for animals; satchels; school backpacks; school book bags; shoe bags for travel; sling bags for carrying infants; sports bags; suitcase packing organizers; suitcases; toilet bags, not fitted; travelling trunks; umbrellas and parasols; umbrellas for children; unfitted vanity cases; valises; waist bags; wallets; parts and fittings for the aforesaid goods;

21:All-purpose portable household containers; articles for cleaning purposes; bakeware; baking dishes; baking tins; baking utensils; baskets for household purposes; bath brushes; bath sponges; beverageware; biodegradable bowls; biodegradable paper pulp-based bowls; biscuit cutters; body scrubbing puffs; bottles; bowls; boxes of ceramics; boxes of china; boxes of earthenware; boxes of porcelain; brushes; buckets for household use; butter dishes; cake moulds; children's potties; chopsticks; coasters, not of paper or textile; cocktail sticks; coin banks; combs and sponges; compostable bowls; containers for flowers; cookie jars; cookware and tableware, except forks, knives and spoons; corn picks; crockery; cupcake baking cups; cupcake molds; cups; dental floss; dishes; disposable table plates; drinking flasks; drinking straws; dustbins for household purposes; earthenware; egg cups; electric toothbrushes; fitted picnic baskets, including dishes; graters for kitchen use; hair brushes; heaters for feeding bottles, non-electric; holders for toothbrushes; honey stirrers; household or kitchen utensils and containers; ice cream scoops; ironing board covers; jars; laundry baskets for household purposes; loofahs; lunchboxes; make-up brushes; mixing spoons; money

boxes; mugs; napkin holders, not of precious metal; nappy disposal bins; non-electric ice cream makers; non-electric ice crushers; non-electric milk frothers; non-electric pasta makers for domestic use; non-metal piggy banks; noodle machines, hand-operated; nutcrackers; oral care kits comprising toothbrushes and floss; ovenware; paper cups; pasta serving forks; pedal bins; piggy banks; place mats, not of paper or textile; plant pots; plastic bathtubs for children; plastic cups; porcelain ware; rolling pins; salt and pepper shakers; sandwich boxes; scalp scratchers; sippy cups; soap dishes; sponges; storage jars; sushi rolling mats; table napkin holders; tea balls; tea infusers; tea pots; tea sets; toilet and bathroom cleaning utensils; toothbrush cases; toothbrushes; toothbrush holders; training chopsticks for children; training cups for babies and children; travel mugs; vases; watering cans; parts and fittings for the aforesaid goods;

25:All the goods;

28:Action figures; apparatus for electronic games adapted for use with an external display screen or monitor; balance bicycles [toys]; balls for games; baseball gloves; baseballs; basketballs; bath toys; bathtub toys; beach balls; board games; bubble making wand and solution sets; building blocks [toys]; building games; card games; carnival masks; children's multiple activity tables [playthings]; children's multiple activity toys; children's playhouses; children's playthings; children's toys; confetti; console gaming devices; construction toys; costume masks; craft model kits; crib toys; cube-type puzzles; cuddly toys; dice games; dolls; dominoes; drones [toys]; educational toys; electronic board games; electronic educational game machines for children; electronic hand-held game units; face masks being playthings; fantasy character toys; fidget toys; finger puppets; flying discs [toys]; games; table-top games and gambling devices comprising a board game, a card game, a manipulative game, a parlour game, a parlour-type computer game, an action type target game; computer game apparatus for playing a parlor-type computer game; gymnastic articles; halloween masks; hand-held units for playing electronic games; hand puppets; ice skates; infant development toys; jack-in-the-boxes; jigsaw puzzles; jungle gyms [play equipment]; kickboard flotation devices for recreational use; kites; magnetic building blocks being toys; manipulative puzzles; masks [playthings]; memory games; novelty toys for parties; paper party favours; party balloons; party favors in the nature of small toys; party poppers; piñatas; playground balls; playground sandboxes; playground slides; playing cards; play mats for the purpose of putting together puzzles; play mats for use with toy vehicles [playthings]; play mats incorporating infant toys [playthings]; play tents; playthings; play tunnels; portable games and toys incorporating telecommunication functions; pumps specially adapted for use with balls for games; ride-on toys; sandbox toys; scale model figures; scale model kits [toys]; scooters [toys]; see-saws; skateboards; skipping ropes; sledges [playthings]; snow globes; soccer balls; soft sculpture plush toys; soft toys; sporting and physical exercise equipment; sporting articles; sports balls; stacking toys; stilts for recreational purposes; stuffed toys; surfboards; swim boards for recreational use; swim fins; swim floats for recreational use; swimming floats for recreational use; swings; table football tables; table-top games; table-top games and gambling devices; toy balloons; toy blocks; toy dough; toy glow stick bracelets for parties; toy houses; toy microphones; toy model hobby craft kits; toy models; toy musical boxes; toy musical instruments; toy record players; toys; toys for infants; toys for pets; toy snow globes; toy vehicles; toy watches; toy whistles; trading cards for games; trampolines; tricycles for children for use as playthings; video game apparatus; video game joysticks; video game machines; water pistols; water squirting toys; parts and accessories for all of the aforementioned goods;

41:Arranging and conducting of entertainment events; arranging of cultural events; arranging of sporting events; conducting of cultural events; cultural activities; education; electronic games services provided via a global computer network; entertainment services; entertainment services in the nature of a live-action, comedy, drama and/or animated television programs; organisation of educational shows; video game services; consultancy, advice and information relating to the aforementioned 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.

Goods related to non-fungible tokens [nfts], gaming and gambling are not accepted in China for the purpose of trademark registration.

"Coins" and "non-monetary coins" 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&31&50

X. Informations concerning the earlier mark(s):

Mark:

七彩;7COLOR

Date of application:

2002/05/16

Number of application:

3176916

Date of priority:

Date of registration:

2003/07/07

Number of registration:

Non-Madrid 3176916

Name of the holder:

SHANG HAI MING YUE YAN JING YOU XIAN GONG SI

Address of the holder:

SHANG HAI SHI JIA DING QU YE CHENG LU 1 1 1 8 HAO 1 6 1 1 - 1 SHI CHINA

Goods/services: class 9

护目镜; 光学矫正透镜片(光); 夹鼻眼镜盒; 眼镜(光学); 眼镜玻璃; 眼镜框; 夹鼻眼镜; 隐形眼镜; 太阳镜; 眼镜架;

Device:



Mark:

三;COLOR

Date of application:

2003/12/02

Number of application:

3825874

Date of priority:

Date of registration:

2006/03/07

Number of registration:

Non-Madrid 3825874

Name of the holder:

HANG ZHOU JING WEI SHENG ZHI NENG KE JI YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI YU HANG QU YU HANG JIE DAO HUA YI LU 1 HAO  
1 ZHUANG 1 0 1 SHI CHINA

Goods/services: class 9

扬声器音箱; 耳塞机;  
▲已删商品▲  
计算机; 计算机键盘; 计算机外围设备; 计算机软件(已录制); 鼠标(数据处理设备); 监视器(计算机硬件); 鼠标垫; 光盘(音像);

Device:



Mark:

COLOR

Date of application:

2003/07/24

Number of application:

3645782

Date of priority:

Date of registration:

2015/05/21

Number of registration:

Non-Madrid 3645782

Name of the holder:

CHEN NING BO

Address of the holder:

GUANG DONG SHENG SHEN ZHEN SHI WEN JIN BEI LU 2 3 HAO DA YUAN 3 HAO 6 0 3  
CHINA

Goods/services: class 9

家用遥控器；电门铃；电熨斗；

▲已删商品▲

计算机外围设备；手提电话；电话机；传真机；测量仪器；量具；灭火器；

Device:



Mark:

墨哥 COLOR

Date of application:

2009/12/16

Number of application:

7917491

Date of priority:

Date of registration:

2012/04/21

Number of registration:

Non-Madrid 7917491

Name of the holder:

SHA MEN LI CAI FEI YANG SHU MA KE JI YOU XIAN GONG SI

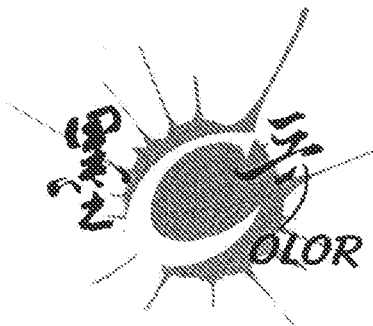
Address of the holder:

FU JIAN SHENG SHA MEN SHI HU LI QU HOU PU 1 # QI YE XIAO QU 2 HAO CHANG  
FANG 4 LOU CHINA

Goods/services: class 9

计算机周边设备；计算机软件(已录制)；硒鼓；感光鼓；考勤机；唱片；照相机(摄影)；电池；电话机；打印机、复印件用的连续供墨装置；

Device:



Mark:

卡乐 COLOR

Date of application:

2012/05/28

Number of application:

10976184

Date of priority:

Date of registration:

2014/05/28

Number of registration:

Non-Madrid 10976184

Name of the holder:

QI FANG

Address of the holder:

LIAO NING SHENG SHEN YANG SHI DA DONG QU BEI HAI JIE 4 - 2 HAO 1 - 2 3 - 1  
CHINA

Goods/services: class 9

幻灯片框；透镜盖；

▲已删商品▲

手提电话；无线电寻呼机；电话用成套免提工具；手机带；寻呼机套；电话机套；唱片；计量仪表；

Device:



Mark:

小米手表 COLOR

Date of application:

2019/09/02

Number of application:

40772622

Date of priority:

Date of registration:

2023/03/07

Number of registration:

Non-Madrid 40772622

Name of the holder:

XIAO MI KE JI YOU XIAN ZE REN GONG SI

Address of the holder:

BEI JING SHI HAI DIAN QU XI ER QI ZHONG LU 3 3 HAO YUAN 6 HAO LOU 6 CENG 0 0 6  
HAO CHINA

Goods/services: class 9

邮戳检查装置；口述听写机；全息图；衣裙下摆贴边标示器；投票机；摇奖机；人脸识别设备；电传真设备；电子体重秤；量具；数字标牌；手机；手表式智能手机；测距设备；出租车计价器；联机手环（测量仪器）；物理学设备和仪器；试电笔；运载工具驾驶和控制模拟器；电源材料（电线、电缆）；半导体；光学纤维（光导纤维）；电池；运动哨；照蛋器；叫狗哨子；装饰磁铁；电栅栏；训练动物用电子项圈；冰箱磁性贴；

▲待删商品▲

笔记本电脑；计算机外围设备；可下载的手机应用软件；计步器；验钞机；投币启动设备用机械装置；头戴式耳机；视频投影机；测量装置；光学镜头；芯片（集成电路）；变阻器；电插头；传感器；视频显示屏；遥控装置；热调节装置；避雷针；电解装置；灭火设备；非医用X光装置；安全头盔；电子防盗装置；太阳镜；动画片；便携式遥控阻车器；智能手表（数据处理）；

Device:

小米手表 Color

Mark:

卡乐儿美术 于立刚少儿教育 COLOUR

Date of application:

2020/01/22

Number of application:

43975572

Date of priority:

Date of registration:

2021/03/07

Number of registration:

Non-Madrid 43975572

Name of the holder:

GAN SU YU LI GANG WEN HUA CHUAN BO YOU XIAN GONG SI LIN XIA LU FEN GONG SI

Address of the holder:

GAN SU SHENG LAN ZHOU SHI CHENG GUAN QU LIN XIA LU 3 7 5 HAO 4 CENG ZHAO SHANG QU 4 0 1 7 SHI CHINA

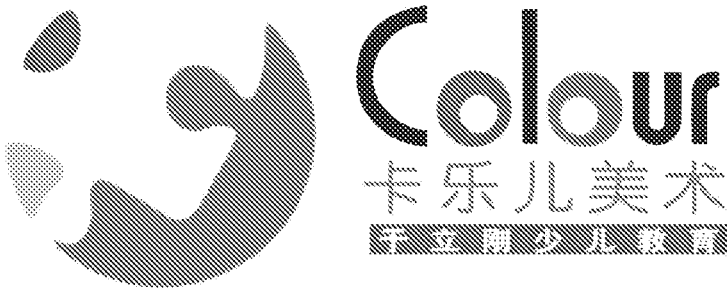
Goods/services: class 9

绘图机；考勤机；幻灯片（照相）；电栅栏；

▲已删商品▲

电子出版物（可下载）；规尺（量具）；测量器械和仪器；数学仪器；教学仪器；光学器械和仪器；

Device:



Mark:

OLOUR+

Date of application:

2021/06/24

Number of application:

57186143

Date of priority:

Date of registration:

2022/06/07

Number of registration:

Non-Madrid 57186143

Name of the holder:

GUANG ZHOU SHI WEI JIAN YE MAO YI YOU XIAN ZE REN GONG SI

Address of the holder:

GUANG DONG SHENG GUANG ZHOU SHI HAI ZHU QU NAN ZHU LU 2 HAO 3 1 2 2  
CHINA

Goods/services: class 9

人脸识别设备；视听教学仪器；头戴式虚拟现实装置；带有图书的电子发声装置；  
▲已删商品▲  
可下载的计算机应用软件；已录制的或可下载的计算机软件平台；计算机游戏软件；可下载的音乐文件；可下载的影像文件；可下载的手机应用软件；

Device:



Mark:

COLOR BLOCK CONNECTOR

Date of application:

Number of application:

1503878

Date of priority:

Date of registration:

2019/10/25

Number of registration:

Madrid 1503878

Name of the holder:

NIPPON TANSHI CO., LTD.

Address of the holder:

26-7 Yaezakicho, Hiratsuka-shi Kanagawa 254-0811 (Japan)

Goods/services: class 9

测量和测试用机器和仪器；电力分配或控制机器及设备；旋转变流器；调相器；电触点；电连接器；太阳能电池；电导体；电线接线器（电）；电信设备；数据处理设备；音频视频接收器；接线柱（电）；

Device:

**Color Block Connector**

Mark:

COLOR

Date of application:

2012/04/26

Number of application:

10834786

Date of priority:

Date of registration:

2016/01/14

Number of registration:

Non-Madrid 10834786

Name of the holder:

ZHANG ZHOU HONG YUAN BIAO YE YOU XIAN GONG SI

Address of the holder:

FU JIAN SHENG ZHANG ZHOU SHI JIN FENG KAI FA QU JIN MA LU CHINA

Goods/services: class 14

珠宝首饰；手表；表带；钟表盘(钟表制造)；钟表构件；记时器(手表)；钟表盒；表；表盒(礼品)；表袋(套)；

Device:

The logo consists of the word "color" in a lowercase, sans-serif font. The letter 'o' is replaced by a stylized sun or gear icon with a central circle and radiating lines.

Mark:

BLOCKS

Date of application:

2015/10/19

Number of application:

18096389

Date of priority:

Date of registration:

2016/11/28

Number of registration:

Non-Madrid 18096389

Name of the holder:

SEVEN INVESTMENT LIMITED

Address of the holder:

UNIT B1,9/F,FUNG LOK COMM BLDG,163 WING LOK ST,SHEUNG WAN,HK, CHINA

Goods/services: class 14

未加工或半加工贵金属；首饰盒；手镯（首饰）；链（首饰）；珠宝首饰；戒指（首饰）；耳环；翡翠；银制工艺品；表；

Device:

**BLOCKS**

Mark:

COLOR BLOCK

Date of application:

2015/11/26

Number of application:

18432869

Date of priority:

Date of registration:

2017/01/07

Number of registration:

Non-Madrid 18432869

Name of the holder:

HUANG QI CHENG

Address of the holder:

GUANG DONG SHENG JIANG MEN SHI PENG JIANG QU XING HUI MING TING TIAN  
XUAN XING YUAN 3 — 2 4 0 3 CHINA

Goods/services: class 14

贵重金属合金；珠宝；链（首饰）；宝石；戒指（首饰）；翡翠；银制工艺品；小饰物（首  
饰）；珍珠；计时器；

Device:

COLOR BLOCK

Mark:

COLOUR BLOCK

Date of application:

2018/01/15

Number of application:

28685059

Date of priority:

Date of registration:

2018/12/07

Number of registration:

Non-Madrid 28685059

Name of the holder:

ARTISTOPIA, INC.

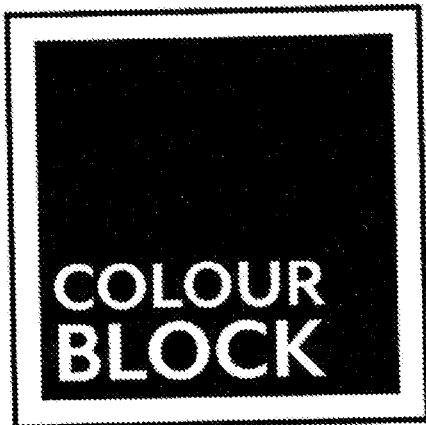
Address of the holder:

2882 WALNUT AVENUE, SUITE C, TUSTIN RANCH, CA 92780 U.S.A.

Goods/services: class 16

纸张(文具); 笔袋; 橡皮擦; 文具; 铅笔; 画笔; 油画棒; 素描木炭条; 绘画仪器; 绘画材料;

Device:



Mark:

ARTY DIDS COLOUR BLOCK

Date of application:

2021/03/16

Number of application:

54358627

Date of priority:

Date of registration:

2021/11/07

Number of registration:

Non-Madrid 54358627

Name of the holder:

ARTISTOPIA,INC.

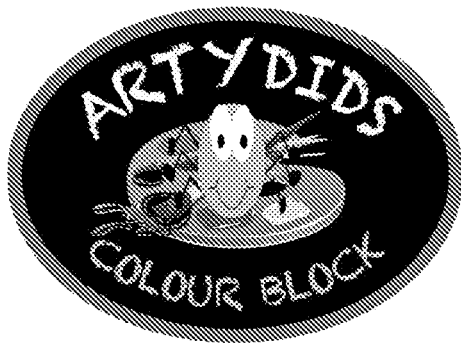
Address of the holder:

2882 WALNUT AVENUE,SUITE C,TUSTIN RANCH,CA 92780 U.S.A.

Goods/services: class 16

纸张（文具）；笔袋；橡皮擦；文具；铅笔；画笔；油画棒；素描木炭条；绘画仪器；绘画材料；

Device:



Mark:

墨哥 COLOR

Date of application:

2009/12/16

Number of application:

7917502

Date of priority:

Date of registration:

2012/03/28

Number of registration:

Non-Madrid 7917502

Name of the holder:

SHA MEN LI CAI FEI YANG SHU MA KE JI YOU XIAN GONG SI

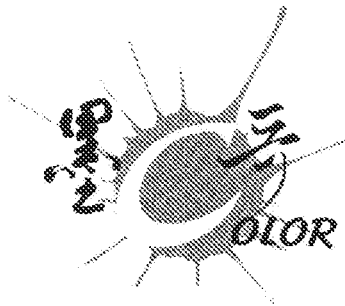
Address of the holder:

FU JIAN SHENG SHA MEN SHI HU LI QU HOU PU 1 # QI YE XIAO QU 2 HAO CHANG  
FANG 4 LOU CHINA

Goods/services: class 16

纸；办公用纸；喷墨纸/喷墨打印纸；相(像)片打印纸(非热敏,非感光)；激光打印纸；墨水；填充  
用墨水；计算机打印机用色带；打字机色带；不干胶纸；

Device:



Mark:

恺乐美 COLOR

Date of application:

2011/01/28

Number of application:

9100376

Date of priority:

Date of registration:

2014/02/14

Number of registration:

Non-Madrid 9100376

Name of the holder:

WU HAN YI GUANG KE JI FA ZHAN YOU XIAN GONG SI

Address of the holder:

HU BEI SHENG WU HAN SHI JIANG HAN QU HONG QI QU LU LAI TE ZHI ZHANG YOU  
MO SHI CHANG NEI 6 B - 1 5 - 1 6 CHINA

Goods/services: class 16

铜版纸；涂布美术印刷纸(铜版纸)；印刷纸(包括胶版纸、新闻纸、书刊用纸、证券纸、凹版纸、凸版纸)；复印纸(文具)；木浆纸；复写纸；羊皮纸；纸带；膏药纸；植绒纸；

Device:



Mark:

我的色彩我勾画 UCOLOUR

Date of application:

2012/08/01

Number of application:

11291307

Date of priority:

Date of registration:

2013/12/28

Number of registration:

Non-Madrid 11291307

Name of the holder:

HU CAI WEN HUA YONG PIN YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG DONG GUAN SHI SONG SHAN HU GAO XIN JI SHU CHAN YE KAI  
FA QU CHUANG YI SHENG HUO CHENG B 2 8 SHANG PU 0 2 SHI CHINA

Goods/services: class 16

图画；平版印刷工艺品；照片(印制的)；照片固定装置；镶嵌照片用装置；海报；歌曲集；印刷出版物；印章(印)；印泥；照相板；

▲已删商品▲

文件夹；文具；支票夹；支票簿夹；影集；小册子；笔记本；卡片；明信片；印刷品；书签；贺卡；便笺簿；日历(年历)；通知卡片(文具)；名片；请贴；

Device:



Mark:

炫彩荟 COLOR TOGETHER

Date of application:

2016/06/20

Number of application:

20365543

Date of priority:

Date of registration:

2017/10/28

Number of registration:

Non-Madrid 20365543

Name of the holder:

NAN YANG XUAN CAI YIN XIANG SHU MA CAI LIAO YOU XIAN GONG SI

Address of the holder:

HE NAN SHENG NAN YANG SHI BEI JING DA DAO ZHONG DUAN YANG GUANG DA  
SHA YUAN NEI CHINA

Goods/services: class 16

杂志（期刊）；

▲已删商品▲

纸；卫生纸；书写工具；文具；印刷品；宣传画；印刷出版物；包装纸；纸或纸板制广告牌；

Device:



Mark:

COLOR IMAGINATION

Date of application:

2017/11/01

Number of application:

27220026

Date of priority:

Date of registration:

2019/01/28

Number of registration:

Non-Madrid 27220026

Name of the holder:

GUANG DONG BO LANG DENG GUANG YIN XIANG KE JI YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG GUANG ZHOU SHI NAN SHA QU LAN HE ZHEN GUANG ZHU LU  
9 5 HAO ZHI SAN 3 LOU CHINA

Goods/services: class 16

建筑模型；制模型用塑料；模型材料；模型用黏土；  
▲已删商品▲  
手印器具；纸巾；餐巾纸；卸妆用薄纸；纸制抹布；纸桌布；

Device:

The logo for 'Color IMAGINATION' features the word 'Color' in a bold, italicized, sans-serif font. The letter 'C' is significantly larger and more prominent than the other letters. Below 'Color', the word 'IMAGINATION' is written in a smaller, all-caps, sans-serif font. The entire logo is centered within a large rectangular frame.

Mark:

COLOR ME MINE

Date of application:

2015/10/12

Number of application:

18046042

Date of priority:

Date of registration:

2017/12/21

Number of registration:

Non-Madrid 18046042

Name of the holder:

GUANG ZHOU SHI BO SI LUN SHI YE YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG GUANG ZHOU SHI HUA DOU QU HUA SHAN ZHEN PING XI  
GONG YE QU 6 1 HAO CHINA

Goods/services: class 18

手杖；马掌；制香肠用肠衣；

▲已删商品▲

背包；手提包；钱包（钱夹）；仿皮革；雨伞或阳伞的伞骨；行李箱；公文包；

Device:



Mark:

COLOR BLOCK

Date of application:

2015/11/26

Number of application:

18432870

Date of priority:

Date of registration:

2017/01/07

Number of registration:

Non-Madrid 18432870

Name of the holder:

HUANG QI CHENG

Address of the holder:

GUANG DONG SHENG JIANG MEN SHI PENG JIANG QU XING HUI MING TING TIAN  
XUAN XING YUAN 3 — 2 4 0 3 CHINA

Goods/services: class 18

钱包（钱夹）；手提包；背包；旅行包（箱）；帆布背包；护照夹（皮革制）；购物袋；旅行箱；伞；仿皮革；

Device:

COLOR BLOCK

Mark:

色彩尚变 COLOR CHANGE

Date of application:

2016/04/06

Number of application:

19546575

Date of priority:

Date of registration:

2017/08/21

Number of registration:

Non-Madrid 19546575

Name of the holder:

GUANG ZHOU HE LA HUA ZHUANG PIN YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG GUANG ZHOU SHI BAI YUN QU XIA MAO XIANG XI GONG YE  
QU SHI BA SHE ZI BIAN 8 1 8 HAO CHINA

Goods/services: class 21

梳；牙刷；刷子；

▲已删商品▲

化妆用具；粉扑；肥皂盒；沐浴海绵；专用化妆包；瓶；茶具（餐具）；

Device:

COLOR 色彩尚变  
CHANGE

Mark:

七彩净 7 COLOR CLEAN

Date of application:

2018/01/04

Number of application:

28510630

Date of priority:

Date of registration:

2019/03/21

Number of registration:

Non-Madrid 28510630

Name of the holder:

LIN YAN

Address of the holder:

FU JIAN SHENG NAN PING SHI SHAO WU SHI SHAI KOU XIN FENG CUN TIAN BIAN 1 5  
HAO CHINA

Goods/services: class 21

杯；牙刷；牙及牙床清洁用吸水器；电动牙刷；牙签；牙签盒；牙线；化妆用具；牙刷盒；纸巾盒；

Device:



**7-COLOR CLEAN**

Mark:

COLOUR BLOCK

Date of application:

2008/07/01

Number of application:

6816366

Date of priority:

Date of registration:

2010/08/14

Number of registration:

Non-Madrid 6816366

Name of the holder:

SHANG HAI JUN PO SHANG MAO YOU XIAN GONG SI

Address of the holder:

SHANG HAI SHI PU DONG XIN QU YANG GAO BEI LU 5 2 8 HAO 1 4 ZHUANG 2 E 3 2 SHI CHINA

Goods/services: class 25

服装; 婴儿全套衣; 游泳衣; 防水服; 鞋; 帽; 袜; 手套(服装); 披肩; 腰带;

Device:

**COLOUR BLOCK**

Mark:

≡COLOUR

Date of application:

2002/09/29

Number of application:

3324397

Date of priority:

Date of registration:

2004/08/07

Number of registration:

Non-Madrid 3324397

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽; 婚纱;  
▲已删商品▲  
童装; 鞋; T恤衫; 服装; 绒衣; 皮衣(服装); 风衣; 羽绒服装;

Device:

≡COLOUR

Mark:

卡罗;COLOUR

Date of application:

2000/07/18

Number of application:

1637448

Date of priority:

Date of registration:

2001/09/21

Number of registration:

Non-Madrid 1637448

Name of the holder:

YI WU SHI ZI DUO MEI WA YE YOU XIAN GONG SI

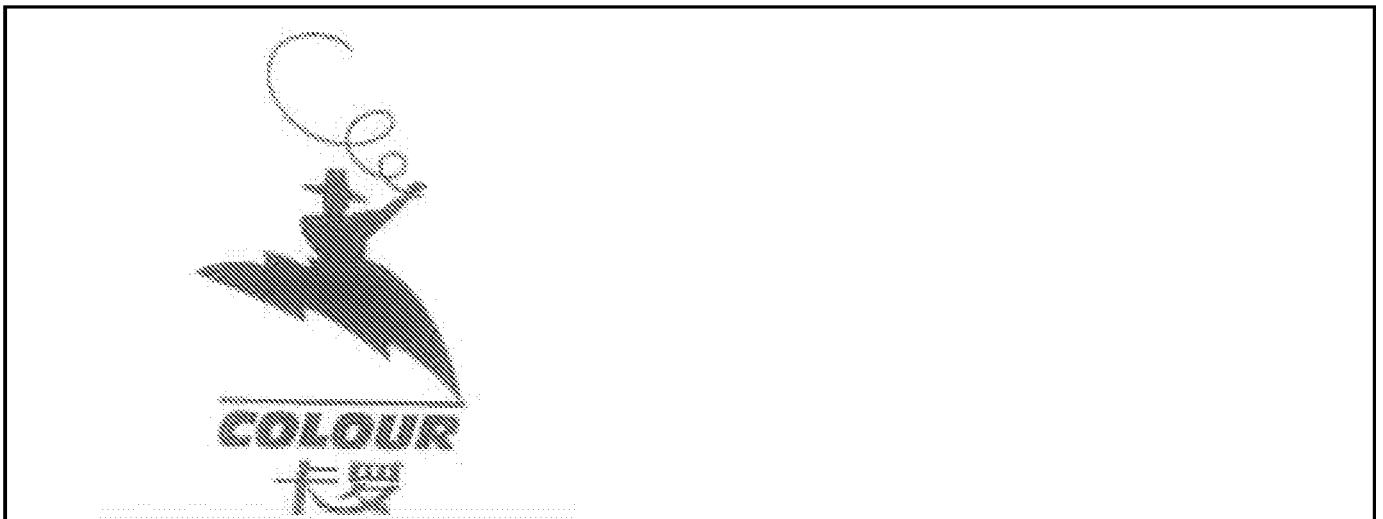
Address of the holder:

ZHE JIANG SHENG JIN HUA SHI YI WU SHI BEI YUAN JIE DAO YONG JUN LU 2 9 9 HAO  
CHINA

Goods/services: class 25

袜; 长统袜; 短统袜; 袜裤; 吊袜带; 手套;

Device:



Mark:

ECOLOUR

Date of application:

2005/04/18

Number of application:

4607059

Date of priority:

Date of registration:

2009/04/21

Number of registration:

Non-Madrid 4607059

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

婚纱; 游泳衣; 防水服; 帽;

▲已删商品▲

服装; 鞋; 袜; 手套(服装); 围巾; 皮带(服饰用);

Device:

≡ COLOUR

Mark:

COLOUR

Date of application:

2004/09/24

Number of application:

4284475

Date of priority:

Date of registration:

2008/07/28

Number of registration:

Non-Madrid 4284475

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

游泳衣; 雨衣;

▲已删商品▲

服装; 化妆舞会用服装; 袜; 手套(服装); 披肩; 皮带(服饰用); 腰带; 鞋(脚上的穿着物);

Device:

≡ COLOUR

Mark:

≡COLOUR

Date of application:

2008/10/27

Number of application:

7020250

Date of priority:

Date of registration:

2010/10/28

Number of registration:

Non-Madrid 7020250

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽;

▲已删商品▲

服装; 内衣; 针织服装; 童装; 鞋; 袜; 手套(服装); 领带; 皮带(服饰用);

Device:

≡COLOUR

Mark:

≡COLOUR

Date of application:

2010/06/11

Number of application:

8385255

Date of priority:

Date of registration:

2011/08/21

Number of registration:

Non-Madrid 8385255

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

游泳衣; 防水服; 帽;  
▲已删商品▲  
服装; 婴儿全套衣; 鞋; 袜; 手套(服装); 围巾; 腰带;

Device:

≡COLOUR

Mark:

三彩 COLOUR

Date of application:

2008/10/27

Number of application:

7020251

Date of priority:

Date of registration:

2010/10/28

Number of registration:

Non-Madrid 7020251

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽;

▲已删商品▲

服装; 内衣; 针织服装; 童装; 鞋; 袜; 手套(服装); 领带; 皮带(服饰用);

Device:

≡ COLOUR 三彩

Mark:

三彩 三COLOUR

Date of application:

2010/06/11

Number of application:

8385273

Date of priority:

Date of registration:

2011/09/14

Number of registration:

Non-Madrid 8385273

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽;

▲已删商品▲

服装; 婴儿全套衣; 游泳衣; 防水服; 鞋; 袜; 手套(服装); 围巾; 腰带;

Device:

≡COLOUR三彩

Mark:

≡ COLOUR

Date of application:

2012/04/17

Number of application:

10784775

Date of priority:

Date of registration:

2013/09/14

Number of registration:

Non-Madrid 10784775

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

游泳衣; 防水服; 帽;  
▲已删商品▲  
服装; 婴儿全套衣; 鞋; 袜; 手套(服装); 围巾; 腰带;

Device:

≡ COLOUR

Mark:

三彩 COLOUR

Date of application:

2013/01/31

Number of application:

12133817

Date of priority:

Date of registration:

2015/03/21

Number of registration:

Non-Madrid 12133817

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

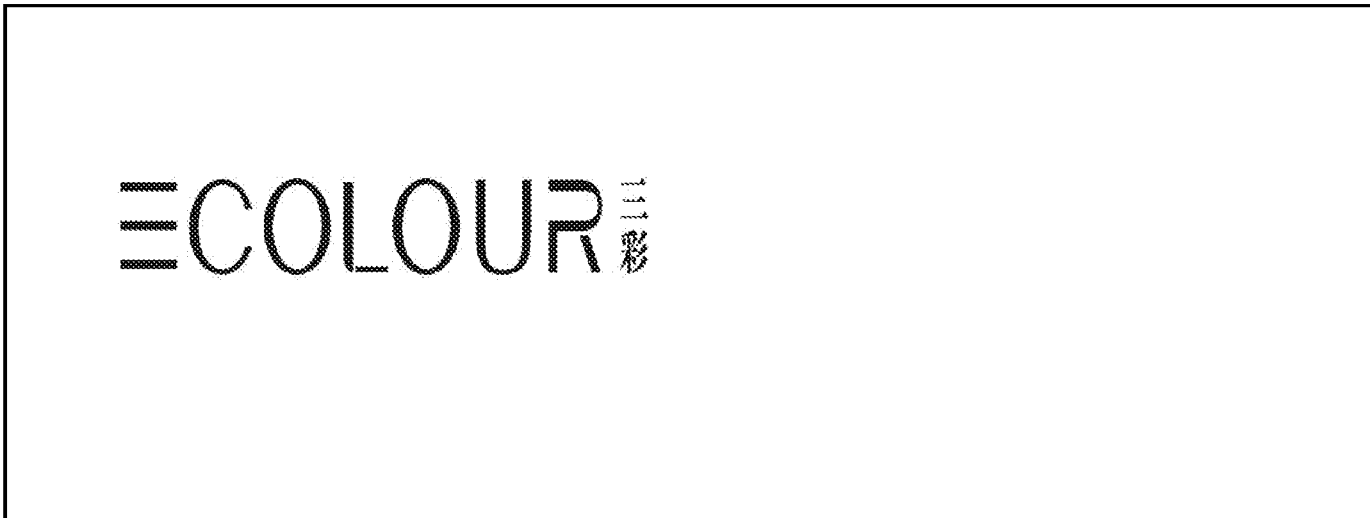
Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI HANG ZHOU JING JI JI SHU KAI FA QU XIA SHA JIE  
DAO ZHANG KONG LU 1 HAO CHINA

Goods/services: class 25

服装; 婴儿裤(服装); 驾驶员服装; 防水服; 化装舞会用服装; 鞋; 帽; 袜; 围巾; 皮带(服饰用);

Device:



Mark:

三三彩 COLOUR

Date of application:

2014/05/23

Number of application:

14750386

Date of priority:

Date of registration:

2016/08/14

Number of registration:

Non-Madrid 14750386

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU JING JI JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽; 婚纱;  
▲已删商品▲  
衬衫; 短袖衬衫; 裘皮服装; 裤子; 外套; 针织服装; 上衣; 裙子; 围裙(衣服); 套头衫; 连衣裙; 大衣; 夹克(服装); 皮衣; 莎丽服; 衣领(衣服); 女用背心; 吸汗内衣; 睡衣; 衬裙; T恤衫; 裙裤; 无袖罩裙; 羽绒服装; 衬衫抵肩; 风衣; 旗袍; 婴儿裤(服装); 驾驶员服装; 防水服; 鞋; 袜; 围巾; 皮带(服饰用);

Device:

≡ COLOUR 三三彩

Mark:

3 COLOUR

Date of application:

2014/07/02

Number of application:

15020342

Date of priority:

Date of registration:

2016/09/14

Number of registration:

Non-Madrid 15020342

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽; 婚纱;  
▲待删商品▲  
针织服装; 连衣裙; T恤衫; 羽绒服装; 服装; 化装舞会用服装; 围巾; 皮带(服饰用);

Device:

3 C O L O U R

Mark:

3 COLOUR

Date of application:

2015/07/03

Number of application:

17353535

Date of priority:

Date of registration:

2018/04/14

Number of registration:

Non-Madrid 17353535

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽; 围巾; 皮带(服饰用); 婚纱;

▲已删商品▲

针织服装; 连衣裙; T恤衫; 羽绒服装; 化妆舞会用服装; 服装;

Device:

3 C O L O U R

Mark:

≡ COLOUR

Date of application:

2015/10/08

Number of application:

18026217

Date of priority:

Date of registration:

2018/01/21

Number of registration:

Non-Madrid 18026217

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU JING JI JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

化妆舞会用服装；围巾；皮带（服饰用）；婚纱；  
▲已删商品▲  
针织服装；连衣裙；T恤衫；羽绒服装；服装；袜；

Device:

≡ COLOUR

Mark:

3 COLOUR

Date of application:

2017/06/22

Number of application:

24948035

Date of priority:

Date of registration:

2020/09/28

Number of registration:

Non-Madrid 24948035

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

服装; 针织服装; T恤衫; 羽绒服装; 连衣裙; 化妆舞会用服装; 帽; 围巾; 皮带(服饰用);  
婚纱;

Device:

3 COLOUR

Mark:

三彩 3 COLOUR

Date of application:

2019/03/27

Number of application:

37110633

Date of priority:

Date of registration:

2021/02/07

Number of registration:

Non-Madrid 37110633

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

服装；外套；羽绒服装；童装；婴儿全套衣；鞋；帽；袜；围巾；  
▲已删商品▲  
腰带；

Device:

3 COLOUR 三彩

Mark:

3COLOUR

Date of application:

2019/04/17

Number of application:

37572027

Date of priority:

Date of registration:

2021/04/14

Number of registration:

Non-Madrid 37572027

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

帽;

▲已删商品▲

服装; 外套; 羽绒服装; 童装; 婴儿全套衣; 鞋; 袜; 围巾; 腰带;

Device:

3 C O L O U R

Mark:

3 COLOUR

Date of application:

2019/07/25

Number of application:

39897460

Date of priority:

Date of registration:

2021/01/28

Number of registration:

Non-Madrid 39897460

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU JING JI JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

服装；婚纱；游泳衣；防水服；鞋；帽；袜；手套（服装）；围巾；皮带（服饰用）；

Device:

3COLOUR

Mark:

着色 COLOUR

Date of application:

2020/01/06

Number of application:

43594910

Date of priority:

Date of registration:

2021/02/14

Number of registration:

Non-Madrid 43594910

Name of the holder:

ZHE JIANG JIN QIU XIN CAI LIAO KE JI YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG WEN ZHOU SHI CANG NAN XIAN LONG GANG ZHEN XIAO BAO  
ZHUANG GONG YE YUAN QU 1 3 ZHUANG 3 HAO ER LOU ( WEN ZHOU YIN GUANG  
YIN SHUA YOU XIAN GONG SI NEI ) CHINA

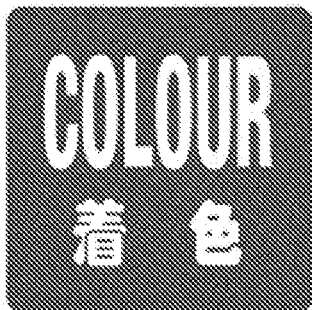
Goods/services: class 25

睡眠用眼罩;

▲已删商品▲

服装; 鞋; 帽; 袜; 手套(服装); 围巾; 腰带; 睡袍; 套服;

Device:



Mark:

COLOUR

Date of application:

2022/07/04

Number of application:

65728861

Date of priority:

Date of registration:

Number of registration:

Non-Madrid 65728861

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

▲待删商品▲

服装; 婴儿全套衣; 游泳衣; 婚纱; 雨衣; 外套; 衬衫; T恤衫; 针织服装; 裤子;

Device:

COLOUR  
3

Mark:

三 COLOUR 三彩

Date of application:

2023/09/27

Number of application:

74345932

Date of priority:

Date of registration:

2024/06/21

Number of registration:

Non-Madrid 74345932

Name of the holder:

ZHUO SHANG FU SHI ( HANG ZHOU ) YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG HANG ZHOU SHI JING JI SHU KAI FA QU XIA SHA JIE DAO ZHANG  
KONG LU 1 HAO CHINA

Goods/services: class 25

服装; 帽; 腰带; 婴儿全套衣; 鞋; 围巾; 婚纱; 游泳衣;  
▲待删商品▲  
手套(服装); 袜;

Device:

三 COLOUR 三彩

Mark:

多彩积木 COLORFULBLOCKS

Date of application:

2019/05/20

Number of application:

38295314

Date of priority:

Date of registration:

2020/02/07

Number of registration:

Non-Madrid 38295314

Name of the holder:

JIA XING YING MAN MAO YI YOU XIAN GONG SI

Address of the holder:

ZHE JIANG SHENG JIA XING SHI TONG XIANG SHI CHONG FU ZHEN QING NIAN LU 2 2  
8 HAO 2 2 1 - 2 SHI CHINA

Goods/services: class 25

袜；短围巾；服装；成品衣；睡衣；游泳衣；运动鞋；睡眠用眼罩；雨衣；皮带（服饰用）；

Device:



多彩积木  
COLORFULBLOCKS

Mark:

BLOCKS

Date of application:

2006/11/10

Number of application:

5713212

Date of priority:

Date of registration:

2010/07/14

Number of registration:

Non-Madrid 5713212

Name of the holder:

FO SHAN SHI HAO TIAN FU ZHUANG YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG FO SHAN SHI SHAN CHENG QU CUN YUAN LU 1 7 HAO NEI YI ZUO 4 LOU 1 4 0 1 HAO CHINA

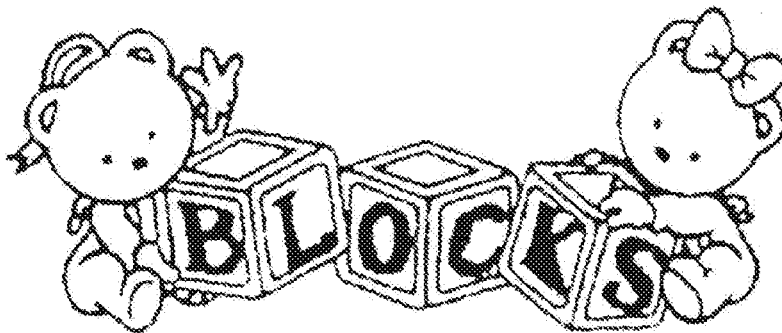
Goods/services: class 28

游戏机；附有滑动装置的滑冰鞋；

▲已删商品▲

玩具；玩具娃娃；玩具车；橡皮泥；纸牌；棋；运动球类；大积木；

Device:



Mark:

我的色彩我勾画 UCOLOUR

Date of application:

2012/08/01

Number of application:

11292298

Date of priority:

Date of registration:

2013/12/28

Number of registration:

Non-Madrid 11292298

Name of the holder:

HU CAI WEN HUA YONG PIN YOU XIAN GONG SI

Address of the holder:

GUANG DONG SHENG DONG GUAN SHI SONG SHAN HU GAO XIN JI SHU CHAN YE KAI  
FA QU CHUANG YI SHENG HUO CHENG B 2 8 SHANG PU 0 2 SHI CHINA

Goods/services: class 28

骰子; 纸牌; 拼图玩具; 棋; 玩具; 智能玩具; 锻炼身体器械; 体育活动器械; 玩具娃娃; 体育活动用球;

Device:



Mark:

七彩时尚 OLOUR

Date of application:

2015/10/27

Number of application:

18167819

Date of priority:

Date of registration:

2017/01/28

Number of registration:

Non-Madrid 18167819

Name of the holder:

LI JIN FENG

Address of the holder:

FU JIAN SHENG LONG YAN SHI LIAN CHENG XIAN GU TIAN ZHEN XIA BAO CUN XIN  
JIE 6 0 HAO CHINA

Goods/services: class 28

球拍用吸汗带；

▲已删商品▲

玩具；游戏机；体育活动器械；扑克牌；运动用球；锻炼身体器械；钓鱼用具；箭弓；护腕；

Device:



Mark:

29BLOCKS

Date of application:

2019/12/18

Number of application:

43159745

Date of priority:

Date of registration:

2020/11/28

Number of registration:

Non-Madrid 43159745

Name of the holder:

WANG YONG FENG

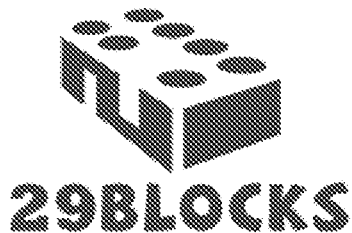
Address of the holder:

GUANG DONG SHENG SHAN TOU SHI LONG HU QU WAI SHA ZHEN NAN SHE CUN  
XIN ZHOU DONG 4 XIANG 9 HAO CHINA

Goods/services: class 28

棋; 体育活动用球; 锻炼身体器械; 射箭用器具; 滑板; 塑胶跑道; 竞技手套; 抽奖用刮刮卡;  
▲已删商品▲  
游戏机; 玩具;

Device:



Mark:

卡乐儿美术 于立刚少儿教育 COLOUR

Date of application:

2020/01/22

Number of application:

43971624

Date of priority:

Date of registration:

2021/02/28

Number of registration:

Non-Madrid 43971624

Name of the holder:

GAN SU YU LI GANG WEN HUA CHUAN BO YOU XIAN GONG SI LIN XIA LU FEN GONG SI

Address of the holder:

GAN SU SHENG LAN ZHOU SHI CHENG GUAN QU LIN XIA LU 3 7 5 HAO 4 CENG ZHAO SHANG QU 4 0 1 7 SHI CHINA

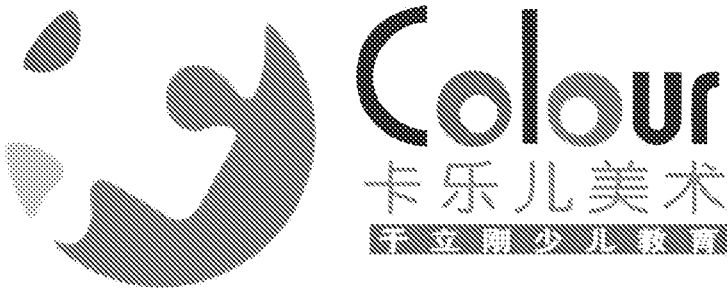
Goods/services: class 28

拳击手套；抽奖用刮刮卡；

▲已删商品▲

积木（玩具）；体育活动用球；锻炼用固定自行车；体育活动器械；游泳池（娱乐用品）；合成材料制圣诞树；钓鱼竿；高尔夫球杆握把胶带；

Device:



Mark:

29BLOCKS

Date of application:

2020/07/07

Number of application:

47860806

Date of priority:

Date of registration:

2021/05/14

Number of registration:

Non-Madrid 47860806

Name of the holder:

WANG YONG FENG

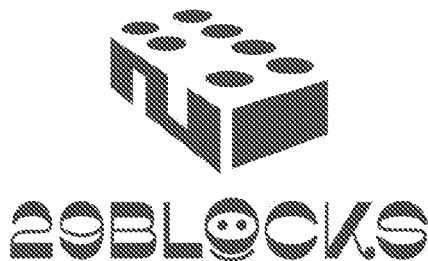
Address of the holder:

GUANG DONG SHENG SHAN TOU SHI LONG HU QU WAI SHA ZHEN NAN SHE CUN  
XIN ZHOU DONG 4 XIANG 9 HAO CHINA

Goods/services: class 28

棋；体育活动用球；锻炼身体器械；射箭用器具；塑胶跑道；竞技手套；抽奖用刮刮卡；体育活动器械；  
▲已删商品▲  
游戏机；玩具；

Device:



Mark:

积色 BLOCKCOLOR

Date of application:

2022/07/06

Number of application:

65772709

Date of priority:

Date of registration:

2023/01/14

Number of registration:

Non-Madrid 65772709

Name of the holder:

LI LI

Address of the holder:

HE BEI SHENG TANG SHAN SHI LUAN NAN XIAN BO GE ZHUANG ZHEN LI WU  
ZHUANG YI CUN 3 2 9 HAO CHINA

Goods/services: class 28

玩具；积木（玩具）；轮滑鞋；锻炼身体器械；体育活动用球；体育活动器械；竞技手套；游戏机；魔术器械；桌游器具；

Device:

**BLOCKCOLOR**  
**积色**

Mark:

咔乐摄影 COLOUR

Date of application:

2013/06/21

Number of application:

12793206

Date of priority:

Date of registration:

2015/03/28

Number of registration:

Non-Madrid 12793206

Name of the holder:

CHONG QING KA LE SHE YING YOU XIAN GONG SI

Address of the holder:

CHONG QING SHI JIANG BEI QU XI HUAN LU 8 HAO 1 ZHUANG 2 2 - 1 2 、 2 2 - 1 4 、 B  
ZHUANG 2 2 - 1 3 CHINA

Goods/services: class 41

玩具出租；

▲已删商品▲

组织表演(演出)；除广告以外的版面设计；电影摄影棚；音响设备出租；录像剪辑；摄影；微缩摄影；筹划聚会(娱乐)；为艺术家提供模特服务；

Device:

COLOUR  
咔乐摄影

Mark:

COLOR 42

Date of application:

2018/03/27

Number of application:

29858673

Date of priority:

Date of registration:

2019/05/07

Number of registration:

Non-Madrid 29858673

Name of the holder:

SHANG HAI MING TIAN WEN HUA CHUAN BO YOU XIAN GONG SI

Address of the holder:

SHANG HAI SHI MIN HANG QU YUAN JIANG LU 5 5 0 0 HAO DI 2 ZHUANG 1 5 4 3 SHI CHINA

Goods/services: class 41

提供博物馆设施（表演、展览）；植物展览；艺术展览；  
▲已删商品▲  
组织文化活动；组织文化或教育展览；为娱乐组织时装展览；提供在线电子出版物（非下载）；  
培训；摄影服务；综艺表演；

Device:

**Color42**

Mark:

COLORBLOCK

Date of application:

2017/07/20

Number of application:

25421286

Date of priority:

Date of registration:

2018/07/21

Number of registration:

Non-Madrid 25421286

Name of the holder:

CAI SE KUAI CHENG DU WEN HUA CHUAN BO YOU XIAN GONG SI

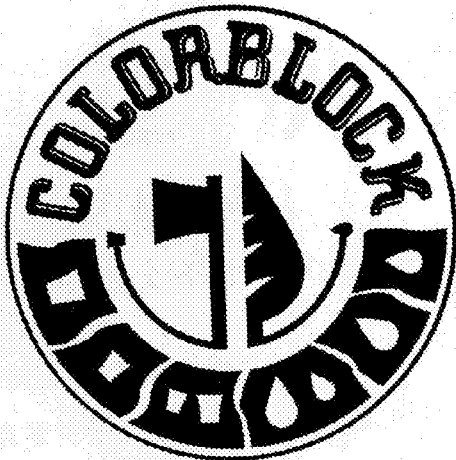
Address of the holder:

SI CHUAN SHENG CHENG DU SHI JIN JIANG QU JIN HUA LU SAN DUAN 1 8 1 HAO  
CHINA

Goods/services: class 41

教学；培训；组织文化或教育展览；娱乐服务；提供娱乐设施；娱乐信息；

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.