

Notification of Partial Provisional Refusal based on an Ex Officio Examination (to WIPO)

Pursuant to Rule 17(2) of the Regulations under the Protocol relating to the Madrid Agreement concerning the international registration of marks.

I. Office making the notification:



Norwegian Industrial
Property Office

II. Number of the international registration: **1895703**

(National application no.: **202600302**)

Date of subsequent designation (if any): (yyyy.mm.dd)

III. Name of the holder:

TOYOTA JIDOSHA KABUSHIKI KAISHA (also trading as TOYOTA MOTOR CORPORATION)

Representation of the mark: **CENTURY**

IV. Partial provisional refusal based on an *ex officio* examination

V. Scope of the provisional refusal in respect of goods and/or services

If the holder does not contest the refusal within 3 months from the date of this notification, protection is given for:

Class 1: As covered by the designation of Norway.

Class 2: As covered by the designation of Norway.

Class 3: As covered by the designation of Norway.

Class 4: As covered by the designation of Norway.

Class 5: As covered by the designation of Norway.

Class 6: As covered by the designation of Norway.

Class 7: As covered by the designation of Norway.

Class 8: As covered by the designation of Norway.

Class 9: As covered by the designation of Norway.

Class 10: As covered by the designation of Norway.

Class 11: As covered by the designation of Norway.

Class 12: As covered by the designation of Norway.

Class 13: As covered by the designation of Norway.

Class 14: As covered by the designation of Norway.

Class 15: As covered by the designation of Norway.

Class 16: Pastes for stationery or household purposes; sealing wax; printers' galleys; printing type; addressing machines; inking ribbons; stapling presses (office requisites); envelope sealing machines for offices; stamp cancelling machines; drawing instruments; typewriters, electric or non-electric; mimeograph apparatus and machines; relief duplicators; paper shredders for office use; franking machines for office use; rotary duplicators; marking templates; paintbrushes; paper gift bags for wine; bags of paper for packaging; boxes of cardboard or paper; food wrapping plastic film for household use; garbage bags of paper for household use; garbage bags of plastics for household use; printed patterns; tailors' chalk; banners of paper; flags of paper; hygienic hand towels of paper; towels of paper; table napkins of paper; hand towels of paper; handkerchiefs of paper; baggage claim check tags of paper; cardboard; stationery; drawing pads; memo blocks; paper notebooks; stationery-type portfolios; file folders; writing instruments; pouches for writing instruments; writing cases (stationery); terrestrial globes; paper bows, other than haberdashery or hair decorations; paintings and calligraphic works; photograph mounts; electric pencil sharpeners; tablecloths of paper.

Class 17: As covered by the designation of Norway.

Class 18: As covered by the designation of Norway.

Class 19: Tar; pitch; ceramic bricks for use in refractory furnaces; ceramic drain pipes; clay pipes and conduits; clay roofing tiles; clay slabs; fired bricks; fireplace bricks; refractory blocks, not of metal; refractory bricks, not of metal; refractory mortars; semi-refractory bricks, not of metal; unfired bricks; plastic boundary marking posts; plastic conduits for drainage; plastic floorboards; plastic pipes for plumbing purposes; plastic wallboards; flooring or wall claddings of synthetic materials; asphalt; asphalted felt; asphalt roofing felt; asphalt roofing paper; rubber floor tiles; rubber flooring; non-agricultural lime for use in construction; plaster for building purposes; buildings, transportable, not of metal; plastic security windows allowing communication; road marking sheets and strips of synthetic material; cement; concrete; concrete building elements; mortar for building; penstock pipes, not of metal; building timber; building stone; building glass; artificial fish reefs, not of metal; paint spraying booths, not of metal; water-pipe valves, not of metal or plastics; signs, non-luminous and non-mechanical, not of metal, for roads; beacons, not of metal, non-luminous; liquid storage tanks of masonry for industrial purposes; water tanks of masonry for household purposes; letter boxes of masonry; sliding doors, not of metal; window screens, not of metal; non-metal transportable greenhouses for household use; gravestones; tombstone plaques, not of metal; stone sculptures; sculptures of concrete; sculptures of marble; plasterboard; mooring bollards, not of metal; diving boards, not of metal.

Class 20: As covered by the designation of Norway.

Class 21: As covered by the designation of Norway.

Class 22: As covered by the designation of Norway.

Class 23: As covered by the designation of Norway.

Class 24: As covered by the designation of Norway.

Class 25: As covered by the designation of Norway.

Class 26: As covered by the designation of Norway.

Class 27: As covered by the designation of Norway.

Class 28: As covered by the designation of Norway.

Class 29: As covered by the designation of Norway.

Class 30: Binding agents for ice cream; meat tenderizers for culinary purposes; preparations for stiffening whipped cream; aromatic preparations for food; cocoa; ice, natural or artificial; almond confectionery; biscuits; bread; buns; cakes; candy; caramels (candies); chewing gum; chips (cereal products); chocolate; confectionery; cookies; crackers; edible ices; fruit jellies (confectionery); ice cream; pastries; meat pies; pizzas; peppermint sweets; popcorn; puddings; quiches; rice cakes; rusks; sandwiches; sugar confectionery; waffles; soya bean paste; meat gravies; ketchup (sauce); soya sauce; vinegar; dressings for salad; mayonnaise; barbecue sauce; cube sugar; sugar; maltose; honey; glucose for culinary purposes; starch syrup for culinary purposes; table salt mixed with sesame seeds; cooking salt; celery salt; umami seasonings; spices; ice cream mixes; sorbets [ices]; unroasted coffee; cereal preparations; cake dough; cereal bars; corn flakes; dough; macaroni; oat flakes; oatmeal; pasta; spaghetti; chinese stuffed dumplings; chinese steamed dumplings; sushi; boxed lunches consisting of rice, with added meat, fish or vegetables; ravioli; yeast powder; yeast; baking powder; instant confectionery mixes; husked rice; husked oats; husked barley; flour; almond paste.

Class 31: Fishing bait, live; hops; edible aquatic animals, live; algae for human consumption; sugarcane; malt for brewing and distilling; edible sesame, unprocessed; wheat; barley; oats; potted dwarfed trees (bonsai); live mammals; live fish, other than for human consumption; live birds; live insects; silkworm eggs; cocoons for silkworm breeding; eggs for hatching, fertilised; urushi tree seeds; rough cork; palms (leaves of the palm tree); copra.

Class 34: As covered by the designation of Norway.

Class 35: Advertising and publicity services; promoting the goods and services of others through the administration of sales and promotional incentive schemes involving trading stamps; business management analysis or business consultancy; marketing research; business management of hotels; drawing up of statements of accounts; employment agencies; auctioneering; import-export agencies; arranging newspaper subscriptions for others; shorthand; transcription of communications (office functions); document reproduction; filing of documents or magnetic tapes (office functions); typing; publicity material rental; rental of typewriters and copying machines; providing employment information; rental of vending machines; retail services or wholesale services for a variety of goods in each field of clothing, foods and beverages, and livingware, carrying all goods together; retail services or wholesale services for woven fabrics and beddings; retail services or wholesale services for clothing; retail services or wholesale services for footwear; retail services or wholesale services for bags and pouches; retail services or wholesale services for handkerchiefs of textile, household linen, lockets (jewelry), decorative articles for the hair, cosmetic utensils, charms for key rings and key cases; retail services or wholesale services for foods and beverages; retail services or wholesale services for liquor; retail services or wholesale services for confectionery, bread and buns; retail services or wholesale services for rice and cereals; retail services or wholesale services for tea, coffee and cocoa; retail services or wholesale services for two-wheeled motor vehicles; retail services or wholesale services for bicycles; retail services or wholesale services for furniture; retail services or wholesale services for joinery fittings; retail services or wholesale services for tatami mats; retail services or wholesale services for bladed or pointed hand tools, hand tools and metal hardware; retail services or wholesale services for kitchen equipment, cleaning tools and washing utensils; retail services or wholesale services for pharmaceutical, veterinary and sanitary preparations and medical supplies; retail services or wholesale services for cosmetics, toiletries, dentifrices,

soaps and detergents; retail services or wholesale services for agricultural machines, implements and supplies; retail services or wholesale services for flowers (natural) and trees; retail services or wholesale services for fuel; retail services or wholesale services for printed matter; retail services or wholesale services for paper and stationery; retail services or wholesale services for sports goods; retail services or wholesale services for toys, dolls, game machines and apparatus; retail services or wholesale services for musical instruments and records; retail services or wholesale services for photographic machines and apparatus and photographic supplies; retail services or wholesale services for clocks, watches and spectacles (eyeglasses and goggles); retail services or wholesale services for tobaccos and smokers' articles; retail services or wholesale services for building materials; retail services or wholesale services for semi-wrought precious stones and their imitations; retail services or wholesale services for pets; online retail services for downloadable virtual clothing; online retail services for downloadable virtual cars; conducting virtual trade show exhibitions on-line; retail services relating to downloadable digital image files authenticated by non-fungible tokens [nfts]; provision of an online marketplace for buyers and sellers of downloadable digital image files authenticated by non-fungible tokens [nfts]; retail services or wholesale services for automobiles.

Class 36: As covered by the designation of Norway.

Class 37: As covered by the designation of Norway.

Class 38: As covered by the designation of Norway.

Class 39: As covered by the designation of Norway.

Class 40: Decontamination of nuclear waste; treatment or processing of cloth, clothing or fur; custom tailoring; embroidery services; electroplating; annealing; hot dipping; processing of rubber; processing of plastic materials; ceramic processing; woodworking; paper treating; taxidermy; processing of bamboo, tree barks, rattan, vines or other mineral vegetable materials, other than processing of ingredients; food smoking; freezing of foods; fruit crushing; processing of foodstuffs for use in manufacture; processing of artificial limbs or artificial teeth, including processing of medical materials; processing of cinematographic films; photographic enlarging; photographic printing; photographic film development; bookbinding; water treating; recycling of waste; reprocessing of nuclear fuels; engraving of sealing stamps; photogravure; rental of machines and apparatus for treating textiles; rental of machines and apparatus for film development, photograph printing, photograph enlargement or photograph finishing; rental of metal treating machines and tools; rental of bookbinding machines; rental of machines and apparatus for processing foods; rental of machines and apparatus for lumbering, wood-working, or veneering or plywood making; rental of machines and apparatus for pulp-making, papermaking or paper-working; rental of water purifying apparatus; rental of waste compacting machines and apparatus; rental of waste crushing machines and apparatus; rental of chemical processing machines and apparatus; rental of glassware manufacturing machines and apparatus; rental of machines for making shoes; rental of tobacco processing machines; material treatment information; printing; offset printing; photogravure printing; silkscreen printing; lithographic printing; digital printing; letterpress printing; treatment of waste materials; destruction of waste and trash; knitting machine rental; rental of sewing machines; rental of space cooling apparatus for household purposes; rental of printing machines and apparatus; rental of boilers; rental of space cooling apparatus for industrial purposes; custom manufacture of automobiles for others.

Class 41: As covered by the designation of Norway.

Class 42: As covered by the designation of Norway.

Class 43: Boarding for animals; preschooler and infant care at daycare centers; retirement homes; providing day care services for adults and children; providing conference rooms; providing facilities for exhibitions; rental of futon and quilts; rental of cooking equipment for industrial purposes; rental of non-electric cooking heaters; rental of kitchen worktops; rental of kitchen sinks; rental of curtains for hotels; rental of beds; rental of furniture; rental of wall hangings for hotels; rental of floor coverings for hotels; rental of towels for hotels.

Class 44: As covered by the designation of Norway.

Class 45: As covered by the designation of Norway.

Rapid publication of the limited list

If the holder accepts the proposed limitation of the goods/services, and wishes a publication of the mark for these goods/services as soon as possible, he/she may confirm this in writing to The Norwegian Industrial Property Office. If The Norwegian Industrial Property Office does not receive any such confirmation from the holder, the mark will however be published for protection of the limited list of goods/services, after the expiry of all the time limits.

VI. Grounds for refusal:

Absolute grounds:

Trademark Act Section 12.3, cf. Trademark Regulation Section 10.3 - The terms "retail services or wholesale services for ritual equipment" in class 35, and "retail services or wholesale services for electrical machinery and apparatuses" in class 35 are considered too vague and must be further specified. If no amendment is submitted within the time limit set, the application shall be refused in respect of these terms. The applicant can clarify or limit the terms, but not expand them beyond the scope of the designation in Norway.

Trademark Act Section 15.1.e - A trademark cannot be registered if it consists of / reproduces in its essential elements a plant variety denomination protected by a plant variety right, and which concerns a plant variety of the same or closely related species. The mark consists of / reproduces in its essential elements the term «CENTURY». According to the CPVO database «CENTURY» is a protected plant variety denomination. The following species are protected under this denomination:

Denomination Denomination nature Species latin name Species class Country Register type Variety status Denomination status Application number Application date Grant/ registration date Breeder's reference Breeder

Century Denomination Trifolium repens L. CL204 PT NLI REGISTERED APPROVED 15190 17/09/2015 Bayucua SC

Century Denomination Capsicum annuum L. CAPSI HU NLI REGISTERED APPROVED 185697 09/01/2001 01/12/2003 Z 090 F1

Century Denomination Agrostis stolonifera L. CL203 US PBR REGISTERED APPROVED 9800331 02/06/1998 27/09/2004 SYN 92-1 Texas Agricultural Experiment Station

Century Denomination Trifolium repens L. CL204 QZ NLI REGISTERED APPROVED 209385 29/01/2018

Century Denomination Capsicum annuum L. CAPSI HU NLI REGISTERED APPROVED 185698 09/01/2001 01/12/2003 Z 090 F1

Century Denomination Zea mays L. subsp. mays (Maize Group) ZEAAA QZ NLI REGISTERED APPROVED 304351

Century Denomination Zea mays L. ZEAAA SK NLI REGISTERED APPROVED 223R159
07/02/2023 14/07/2025 LZM373/10

Century Denomination Zea mays L. ZEAAA IT NLI REGISTERED APPROVED 024012_A
024012 12/01/2023 13/01/2025 LIMAGRAIN EUROPE S.A.

Century Denomination Agrostis stolonifera L. CL203 QM ZZZ REGISTERED APPROVED
US0000024084

Century Denomination Trifolium repens L. CL204 QM ZZZ REGISTERED APPROVED
PT0000097467

Century Denomination Capsicum annuum L. CAPSI NL NLI REGISTERED APPROVED
PPS437/13735 01/02/2002 29/04/2004 Z090

Century Denomination Capsicum annuum L. CAPSI QZ NLI REGISTERED APPROVED
257264

The list of goods consists of / contains goods of the same or closely related species, namely «Wreaths of natural flowers; vegetables, fresh; beet, fresh; fruit, fresh; animal foodstuffs; plant seeds; bulbs; turf, natural; dried flowers; seedlings; saplings; flowers, natural». Consequently, the mark is protected by the stated provision and must be partially refused.

Relative grounds:

Trademark Act Section 16.a

Likelihood of confusion with:

National registration number(s):

102752 CENTURY 21
324626 CENTURY

International registration number(s):

0854427 CENTURY
1376293 CENTURY, INC

You will find more information about the conflicting mark(s) (if any) enclosed under XI. The relevant provisions of the Norwegian Trademarks Act are under VII.

VII. Corresponding essential provisions of the applicable law

See the relevant provisions of the Norwegian Trademarks Act regarding the grounds of this provisional refusal on our home page:

<https://www.patentstyret.no/en/trademark/trademarks-act>

VIII. Information relating to the possibility to request a review or file an appeal:

(i) Time limit for requesting review or appeal: (yyyy.mm.dd) **2026.09.01**

(ii) Authority to which such request for review or appeal should be made:

The Norwegian Industrial Property Office

PO Box 4863 Nydalen, NO-0422 Oslo, Norway

Telephone: +47 22 38 73 00

E-mail: post@patentstyret.no

How to proceed:

The holder of the registration may request a review of the provisional refusal. The Norwegian Industrial Property Office must receive the request no later than 3 months from the date of this provisional refusal (The time limit is indicated under point VIII). Such request must provide an address of correspondence and be filed in Norwegian, Danish, Swedish or English. The Norwegian Industrial Property Office will respond in Norwegian. Please note that if The Norwegian Industrial Property Office, either subsequent to review or appeal, accept the designation of Norway, a post grant opposition may be filed against the mark within 3 months from the publication of the mark.

If the holder does not respond to this provisional refusal within the time limit, the international registration shall be considered abandoned in Norway for the goods/services that are excluded (Trademark Act Section 70 and 23). The international registration shall be resumed if the holder, within two months from the expiration of the time limit responds to the provisional refusal and pays the stipulated fee (NOK 550,-). Please note that The Norwegian Industrial Property Office does not send any notifications to the holder that the international registration is abandoned in Norway.

IX. Signature by the office:

THE NORWEGIAN INDUSTRIAL PROPERTY OFFICE

Synnøve Heimdahl

X. Date of provisional refusal: (yyyy.mm.dd) **2026.06.01**

XI. Prior marks cited ex officio

Guide to the following INID codes:

(111): National registration number / International registration number

(151): Date of national registration / Date of international registration

(180): Date of expiry

(210): National application number

(220): National application date / Date of notification

(300): Data relating to priority (if any)

(450): Date of publication

(511): List of goods and/or services

(540): Reproduction of the mark

(541): Indication relating to the nature or kind of mark (in Norwegian)

(546): Indication relating to the nature or kind of mark (in Norwegian)

(551): Collective mark (regulations)

(571): Description of the mark

(731): Name of the applicant

(732): Name of the proprietor

(740): Power of attorney

(111)	Reg.nr.:	102752
(151)	Reg.dato.:	1979.08.16
(180)	Registreringen utløper:	2029.08.16
(210)	Søknadsnr.:	123490
(220)	Inndato:	1975.10.02
	Status:	Registrert
	Detaljstatus:	Fornyet
(540)	Gjengivelse av merket:	CENTURY 21
(592)	Merketype:	Merket er et ordmerke i standard font
(731)	Søker:	Century 21 Real Estate Corporation, Parsippany, NJ, USA
(732)	Innehaver:	Century 21 Real Estate LLC, 175 Park Avenue, NJ07940 MADISON, USA
(740)	Fullmektig:	BRYN AARFLOT AS, Stortingsgata 8, 0161 OSLO, Norge
(511)	Vare-/ tjenestefortegnelse:	
	Klasse 16	Trykksaker, bøker, håndbøker, forretningsformularer og brosjyrer i forbindelse med fast eiendom. Tjenester i forbindelse med fast eiendom, inkludert, men ikke begrenset til bestyrelse, meglervirksomhet, omsetning, leie, finansiering og taksering.
	Klasse 36	Trykksaker, bøker, håndbøker, forretningsformularer og brosjyrer i forbindelse med fast eiendom. Tjenester i forbindelse med fast eiendom, inkludert, men ikke begrenset til bestyrelse, meglervirksomhet, omsetning, leie, finansiering og taksering.
	Klasse 42	Trykksaker, bøker, håndbøker, forretningsformularer og brosjyrer i forbindelse med fast eiendom. Tjenester i forbindelse med fast eiendom, inkludert, men ikke begrenset til bestyrelse, meglervirksomhet, omsetning, leie, finansiering og taksering.

(111)	Reg.nr.:	0854427
(151)	Reg.dato.:	2005.04.29
(180)	Registreringen utløper:	2035.04.29
(210)	Søknadsnr.:	200507694
(220)	Inndato:	2005.08.18
(450)	Kunngjøringsdato:	2006.04.18
	Status:	Besluttet gjeldende
	Detaljstatus:	Fornytt
(540)	Gjengivelse av merket:	



(593-594) **Merketype:**

Merket er et kombinert merke eller et rent figurmerke

(591) **Informasjon om farger som merket kreves vernet for:**

Merket er i farger: nei

(571) **Beskrivelse av merket:**

The mark consists of stylized writing CENTURY; letter "C" is bigger than the rest of the writing; the above line of letter "T" starts on letter "E" and finishes on letter "Y".

(731) **Søker:**

FINCIBEC S.p.a., Via Valle D'Aosta, 47 I-41049 SASSUOLO (Modena), Italia

(732) **Innehaver:**

FINCIBEC S.p.a., Via Valle D'Aosta, 47 I-41049 SASSUOLO (Modena), Italia

(511) **Vare-/ tjenestefortegnelse:**

Klasse 19 Ceramic tiles for flooring and coverings.

(111) **Reg.nr.:** 1376293
(151) **Reg.dato.:** 2017.09.28
(180) **Registreringen utløper:** 2027.09.28
(210) **Søknadsnr.:** 201715474
(220) **Inndato:** 2017.11.23
(300) **Søknadsprioritet:** 2017.04.18, US, 87415770
(450) **Kunngjøringsdato:** 2018.07.09
Status: Besluttet gjeldende
Detaljstatus: Uten forutgående uttalelse
(540) **Gjengivelse av merket:**



- (593-594) **Merketype:**
Merket er et kombinert merke eller et rent figurmerke
- (591) **Informasjon om farger som merket kreves vernet for:**
Merket er i farger: ja
- (571) **Beskrivelse av merket:**
The mark consists of the wording "CENTURY, INC" appearing in a stylized form, all within an oblong shaped design.
- (731) **Søker:**
Century, Inc., 2410 West Aero Park Ct. Traverse City MI 49686, USA
- (732) **Innehaver:**
Century, Inc., 2410 West Aero Park Ct., Traverse City MI 49686, USA
- (511) **Vare-/ tjenestefortegnelse:**
Klasse 40 Precision metal manufacturing for others, namely, machining, turning, and grinding; mill working; heat treatment of metals to impart hardness and corrosion resistance; welding.

(111)	Reg.nr.:	324626
(151)	Reg.dato.:	2022.12.02
(180)	Registreringen utløper:	2031.11.04
(210)	Søknadsnr.:	202115018
(220)	Inndato:	2021.11.04
(450)	Kunngjøringsdato:	2022.12.12
	Status:	Registrert
	Detaljstatus:	Etter forutgående uttalelse
(540)	Gjengivelse av merket:	CENTURY
(592)	Merketype:	Merket er et ordmerke i standard font
(731)	Søker:	Arcus Norway AS, Postboks 64, 1483 HAGAN, Norge
(732)	Innehaver:	Arcus Norway AS, Postboks 64, 1483 HAGAN, Norge
(740)	Fullmektig:	ACAPO ONSAGERS AS, Edvard Griegs vei 1, 5059 BERGEN, Norge
(511)	Vare-/ tjenestefortegnelse:	
	Klasse 32	Øl og ølbaserte cocktails; mineralvann, kullsyreholdig vann og andre ikke-alkoholholdige drikker; fruktdrikker, fruktjuicer, fruktnektar og fruktekstrakter; saft og andre preparater til fremstilling av drikker; limonade; essenser; drikkevann; cider (ikke alkoholholdig); honningbasert drikke (ikke alkoholholdig); Ferdigblandede ikke alkoholholdige cocktails.
	Klasse 33	Alkoholholdige drikker (unntatt øl), herunder akevitt, vin, sterkvin, brennevin, whisky, druebrennevin, vodka, likør, fruktbrennevin, rom, gin, bitter, genever, cider, honningbasert alkoholholdig drikke; Ferdigblandede alkoholholdige cocktails.
	Klasse 43	Beverting og tilbringning av mat og drikke, herunder servering av alkoholholdig drikke; midlertidig innløsning; catering; hoteller; kafeer; kafeteriaer; kantiner; moteller; restauranter; barer; snack-barer.