



INVESTOR IN PEOPLE

**The Patent Office
Trade Marks Registry**

Cardiff Road, Newport
South Wales, NP10 8QQ
United Kingdom

Switchboard: +44(0)1633 814000
Minicom: 08459 222250
DX: 722542 Cleppa Park 3

Website: www.patent.gov.uk

World Intellectual Property Organisation (WIPO)
International Bureau
34, chemin des Colombettes
1211 Geneva 20
Switzerland

Tel: +44(0)1633 811179
Fax: +44(0)1633 811073
Email: dave.cleere@patent.gov.uk
O/Ref: 840722/TM Inter/DCLEE
Y/Ref: International Registration Number 840722
Date: 21 March 2005

Please reply by 21 June 2005 quoting our reference.

Dear Sir or Madam,

Intl. Reg. No: 840722 in Classes 12, 14, 16, 18, 25, 28, 36, 37, 41
For the Mark: TRUCKS YOU CAN TRUST
Holder: DaimlerChrysler AG

**NOTIFICATION OF A PROVISIONAL TOTAL REFUSAL OF PROTECTION
(NOT BASED ON AN OPPOSITION) BY THE UNITED KINGDOM PATENT
OFFICE.**

I have provisionally refused protection of this mark for all goods/services. My reasons are given in the enclosed Examination Report. The holder can get help with applying for trade marks, view details of the relevant sections of the UK Trade Marks Act 1994, and get copies of all forms on our website at www.patent.gov.uk.

If the holder wants to write to me, I will consider what they have to say and reply to them. However, they must provide a contact address in the United Kingdom by filling in and returning a Form TM33 (Request to appoint agent or address for service).

Alternatively, if they do not agree with my decision they may ask for a hearing with one of the Registry's hearing officers, where they can explain their case.

The holder may obtain details of where to get independent professional help and advice from either of the following :

The Institute of Trade Mark Attorneys
www.itma.org.uk

or

The Chartered Institute of Patent Agents
www.cipa.org.uk



INVESTOR IN PEOPLE

International Registration No: 840722

If they do not reply by the date shown above, I will issue a letter informing you that the designation is finally refused.

Yours faithfully,

D. Cleere
Trade Marks Examiner



INVESTOR IN PEOPLE

International Registration No: 840722

EXAMINATION REPORT

International Registration No. 840722 in Classes 12, 14, 16, 18, 25, 28, 36, 37, 41 has been examined under the UK Trade Marks Act 1994. References to 'section' in this report mean that section of the Act.

Absolute Grounds for Refusal (Section 3)

The designation is provisionally refused for Classes 12, 14, 16, 18, 25, 28, 36, 37 and 41 as there is an objection under Section 3(1)(b) of the Act. This is because the mark consists exclusively of the words "Trucks You Can Trust". This would not be seen as a trade mark as it is devoid of any distinctive character because it is merely an advertising/promotional strap line.

The designation is provisionally refused for Class 12 as there is an objection under Section 3(1) (b) and (c) of the Act. This is because the mark consists exclusively of the words "Trucks You Can Trust", being a sign which may serve, in trade, to designate the quality of the goods e.g. reliable vehicles.