

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

**Concept House**

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

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

Website: [www.ipo.gov.uk](http://www.ipo.gov.uk)

**Tel:** +44(0)1633 811130  
**Fax:** +44(0)1633 811055  
**Email:** [brenda.price@ipo.gov.uk](mailto:brenda.price@ipo.gov.uk)  
**O/Ref:** 942007/TM Inter/BPRIC  
**Y/Ref:** International Registration Number 942007  
**Date:** 31 January 2008

**Please reply by 31 March 2008 quoting our reference.**

Dear Sir or Madam,

**Intl. Reg. No:** 942007 in Class 09  
**For the Mark:** NEW BUSINESS GENERATION  
**Holder:** ALCATEL LUCENT

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

I have provisionally refused protection of this mark for all goods. 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.ipo.gov.uk](http://www.ipo.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 European Community, the Isle of Man or the European Economic Area by filling in and returning a Form TM33 (Request to appoint an 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.

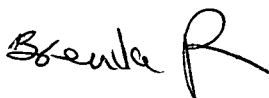
**International Registration No: 942007**

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

The Institute of Trade Mark Attorneys	<a href="http://www.itma.org.uk">www.itma.org.uk</a>
The Chartered Institute of Patent Attorneys	<a href="http://www.cipa.org.uk">www.cipa.org.uk</a>
The Law Society	<a href="http://www.lawsociety.org.uk">www.lawsociety.org.uk</a>

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

Yours faithfully,



Brenda Price  
**Trade Marks Examiner**

**International Registration No: 942007**

## **EXAMINATION REPORT**

International Registration No. 942007 in Class 09 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 under Section 3(1)(b) and (c) of the Act. This is because the mark consists exclusively of the words "NEW BUSINESS GENERATION", being a sign which may serve, in trade, to designate the kind or purpose of the goods. For example, telecommunications software for use in or related to new business generation.