



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

**Your Reference:**  
**International Registration No:**  
WO0000001251421  
**Examiner:** Ian Dore  
**Direct Telephone:** +44(0)1633814278  
**Date:** 02 July 2015

Please reply by **03 September 2015** quoting the International Registration number

Dear Sir/Madam,

**Intl Reg No:** WO0000001251421  
**Mark:** START (Figurative)  
**Holder:** AKTSIONERNO DROUJESTVO "START" AD  
**Classes:** 9, 35, 42

**Notification of a Provisional Partial Refusal of Protection (not based on an opposition) by the Intellectual Property Office**

I have examined your designation under the Trade Marks Act 1994 and carried out a search of the relevant trade mark registers. Your designation does not appear to meet the requirements for Protection for the following reason(s).

There is an objection under Section 1(1) and 3(1)(a) of the Act because the following terms do not clearly define the retail services being provided.

**(except the transport thereof) for the benefit of others enabling customers to conveniently view and purchase those goods through all means of those, including, electronic media, and particularly, by means of web sites and/or television programs (teleshopping);**

The Trade Marks Registry takes the view (following the judgment of the ECJ in the Praktiker case (C-418/02)) that a specification of this nature is not acceptable. An objection is therefore raised under Section 1(1) and 3(1)(a) of the Act.

Please see PAN 6/05 for further information [ipo.gov.uk/tmpan605](http://ipo.gov.uk/tmpan605)

This objection can be overcome by an amended specification as below that clearly defines the retail services being provided:

Retail services connected with electric battery goods, electric batteries for vehicles, including, lead acid batteries for starting recreational and utility automobiles, automobiles-taxis and vehicles for special use, battery boxes, battery cases, anode batteries, acidimeters for batteries, high voltage batteries, batteries for lighting, batteries for pocket lamps, electric batteries for vehicles, electric batteries, including, batteries for powering telecommunication equipment in case of damage and for powering telephone switchboards, galvanic batteries, plates for batteries, including, grids for batteries, solar batteries, battery chargers, chargers for electric batteries, enabling customers to conveniently view and purchase those goods through all means of those, including, electronic media, and particularly, by means of web sites and/or television programs (teleshopping);

However you may also delete these goods/services entirely from the designation

The full class 35 specification would then read as follows:

Business management; administrative processing of purchase orders; commercial information agencies; import-export agencies; cost price analysis; company efficiency expert services; compilation of statistics; market study; business investigations; economic forecasting; business information; systematization of data in a central file; compilation of information into computer databases; computerized file management; demonstration of goods; presentation of goods on all communication media, for retail sale; **retail services connected with** electric battery goods, electric batteries for vehicles, including, lead acid batteries for starting recreational and utility automobiles, automobiles-taxis and vehicles for special use, battery boxes, battery cases, anode batteries, acidimeters for batteries, high voltage batteries, batteries for lighting, batteries for pocket lamps, electric batteries for vehicles, electric batteries, including, batteries for powering telecommunication equipment in case of damage and for powering telephone switchboards, galvanic batteries, plates for batteries, including, grids for batteries, solar batteries, battery chargers, chargers for electric batteries, enabling customers to conveniently view and purchase those goods through all means of those, including, electronic media, and particularly, by means of web sites and/or television programs (teleshopping); commercial information and advice for consumers (consumer advice shop); commercial administration of the licensing of the goods and services of others; advisory services for business management; business organization consultancy; business management and organization consultancy; business management consultancy; marketing; distribution of samples; sales promotion for others; organization of exhibitions for commercial or advertising purposes; auctioneering; organization of trade fairs for commercial or advertising purposes; commercial business appraisal; business management assistance; market research; business research; business inquiries; telemarketing services; data search in computer files for others; price comparison services.

#### **Search for earlier trademarks – for your information only**

I have searched the relevant trade mark registers and found earlier trade mark(s) that I think you should be aware of. My initial view is that your trade mark and

your goods and services are similar to the earlier trade mark(s) and their goods and services. Therefore the public are likely to confuse your trade mark with the earlier trade marks.

The earlier trade marks I found is/are listed at the end of this report.

It is important for you to know that I am not refusing to accept your designation because of the earlier trade mark(s). However, if you decide to proceed with your designation I am obliged to write to the owners of the marks listed below if they are 'UK' or 'International UK' trade marks to inform them of your designation. UK trade marks begin with the prefix 'UK'. International UK trade marks begin with the prefix 'WO'.

Please note that we do not notify holders of Community Trade Marks (OHIM) or International Registrations designating the EU (Madrid EU), which also have protection in the UK; these are presented for your information only.

If you proceed, your designation will be published in the online Trade Marks Journal and anyone can oppose your designation should they have grounds to do so. If such action were to be successful, this would likely result in a costs award against you. Further information can be found on our website:

[ipo.gov.uk/tmoppose](http://ipo.gov.uk/tmoppose)

### **Next steps**

If you disagree with my assessment of your designation, you can write or telephone me. My contact details are shown at the top of this letter.

If following this discussion, you still disagree with my findings you have the right to request a hearing with a senior officer to argue against the absolute grounds issues raised. You cannot request a hearing in respect of the earlier trademarks as these are not formal objections.

If your address is outside of the European Community, the Isle of Man or the European Economic Area you must provide us with a contact address in one of the above areas. This can be done by filling in and returning a Form TM33 "Appointment of change of Representative (for trade mark owners or holders)". This form is available at:

[ipo.gov.uk/tmforms](http://ipo.gov.uk/tmforms)

If you do not reply by the date shown above, I will publish it in our online Trade Marks Journal, but only for:

Classes 9 and 42 for the specifications as filed.

And/or

Class 35 for a specification of:

Business management; administrative processing of purchase orders; commercial information agencies; import-export agencies; cost price analysis; company efficiency expert services; compilation of statistics; market study; business investigations; economic forecasting; business information; systematization of data in a central file; compilation of information into computer databases; computerized file management; demonstration of goods; presentation of goods on all communication media, for retail sale; commercial information and advice for consumers (consumer advice shop); commercial administration of the licensing of the goods and services of others; advisory services for business management; business organization consultancy; business management and organization consultancy; business management consultancy; marketing; distribution of samples; sales promotion for others; organization of exhibitions for commercial or advertising purposes; auctioneering; organization of trade fairs for commercial or advertising purposes; commercial business appraisal; business management assistance; market research; business research; business inquiries; telemarketing services; data search in computer files for others; price comparison services.

The provisional refusal of all other goods/services will then become final.  
Yours faithfully

*Ian Dore*

**Trade Marks Registry**

## **EarlierMarks**

### **1) EarlierMark:**

**Trade Mark ID:** UK00002397403

**Domain:** Domestic Trademark

## **Mark Representation**



**Filing Date/Date of Designation:** 21/07/2005

## **Goods & Services**

### ***Classes***

**Class: 35**

Business management and business administration services both relating to real estate, mortgages, monetary affairs and financial services; auctioneering services relating to real estate.

**Class: 36**

Real estate agency services; real estate and property management; real estate, property and financial affairs; real estate lettings; insurance services, financial services, investment services, pension services and mortgage services all relating to real estate properties; monetary affairs; banking; loans; credit card services; financial services relating to property development, real estate and properties; information, advisory and consultancy services relating to the aforesaid; research and analysis relating to real estate and financial affairs.

**Class: 42**

Design services relating to real state, real estate planning and real estate surveys; land surveying services.

## **Owner/Holder Details**

### ***Applicant/Holder***

**Name:** Start Financial Planning Limited

**Address:** Top Floor, 3-5 Kelsey Park Road, Beckenham, Kent

**Postcode:** BR3 6LH

**Country:** GB

**Representative Details**

***Representative***

**Name:** Acorn Limited

**Address:** 1 Sherman Road, Bromley

**Town:** Kent

**Postcode:** BR1 3JH

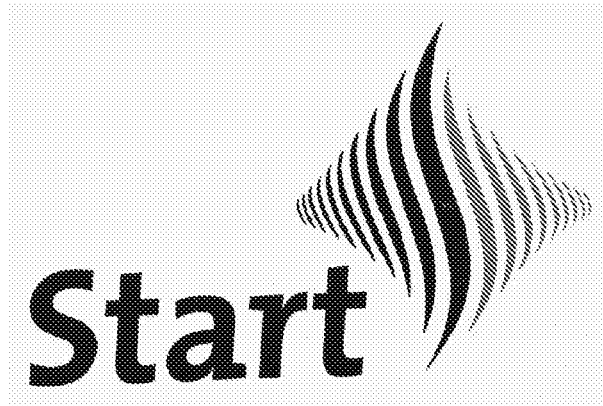
**Country:** GB

## **2) EarlierMark:**

**Trade Mark ID:** EU000764704

**Domain:** CTM Mark

### **Mark Representation**



**Filing Date/Date of Designation:** 29/12/1997

### **Priority Dates**

04/07/1997

### **Goods & Services**

#### **Classes**

##### **Class: 35**

Employment agencies and personnel management consultancy; disposal, secondment, temporarily employing and lending out of personnel; personnel recruitment and selection; outplacement; market research and analysis; opinion polls; business management and organisation consultancy; statistical information; administrative services within the scope of the demand and supply of work, including bookkeeping and salary administration; organization of exhibitions for commercial or advertising purposes; setting up and managing databases; providing information for business purposes, also through telecommunication networks like Internet, cablenet or other forms of datatransfer.

##### **Class: 41**

Education and entertainment, including education, teaching, courses, trainings and seminars, like correspondence courses; development of exams; organization of exhibitions for educational purposes; organization of sports events; publication, editing, lending out and distribution of books, newspapers, magazines and other periodicals

##### **Class: 42**

Vocational guidance services; careers guidance; psychological and psychotechnical research for the benefit of personnel recruitment and selection; rental of access-time to a computerdatabase via Internet, cablenet or other forms

of datatransfer; computerprogramming; professional consultancy, non business;  
software-development.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** United Intellectual Property B.V.

**Address:** P.J. Oudweg 61

**Town:** Almere

**Postcode:** 1314 CK

**Country:** NL

**Representative Details**

***Representative***

**Name:** NLO SHIELDMARK B.V.

**Address:** New Babylon City Offices. 2e étage Anna van Buerenplein 21A

**Town:** Den Haag

**Postcode:** 2595DA

**Country:** NL



### **3) EarlierMark:**

**Trade Mark ID:** EU012431921

**Domain:** CTM Mark

### **Mark Representation**



**Filing Date/Date of Designation:** 16/12/2013

### **Goods & Services**

#### ***Classes***

##### **Class: 16**

Stickers [stationery]; Pads [stationery]; Pencils; Booklets; Office requisites; Printed matter; Flags of paper; Forms, printed; Flyers; Trays for sorting and counting money; Calendars; Paper; Prospectuses; All the aforesaid goods of class 16, not being in connection with entertainment in the fields of music, audio and video.

##### **Class: 35**

Cost price analysis; Business inquiries; Business management and organization consultancy; Providing business information via a web site; Computerised file management; Business consulting services; Office functions; Business investigation; Commercial information and advice for consumers [consumer advice shop]; Business information; Building promoter services, namely organizational arranging of building projects; Marketing services; Advertising; Business consultancy and advisory services; Business administration; Dissemination of advertising matter; Advertising by mail order; Compilation of information into computer databases; Organisational consultancy; Consultancy relating to business organisation; Assistance in management of business activities; Mediation and conclusion of commercial transactions for others; Development of usage concepts for real estate with regard to professional business matters (facility management); Arranging of trading and economic contacts, also over the Internet; arranging commercial transactions for third parties, also within the framework of e-commerce; Arranging of contracts, for others, for the buying and selling of goods; Sponsoring in the form of advertising; Organisation of trade fairs for commercial or advertising purposes; Business appraisals; Dissemination of advertisements.

##### **Class: 36**

Estate brokerage; Development of usage concepts for real estate with regard to financial matters (facility management); Real estate agency; Property (Real estate -) management; Real estate management, and brokerage, rental and leasing of real estate (facility management); Real estate affairs; Real-estate

valuations; Leasing of office space; Mutual funds; Insurance brokerage; Arranging letting of real estate; Issuance of debit cards; Issuance of credit cards; Issuing of travellers' cheques; Banking; Banking in the form of online banking; Providing financial information via a web site; Deposit of valuables; Brokerage; Stockbroking services; Savings banks and building societies; Building, namely the financial preparation of building projects; Provident fund services; Stocks and bonds brokerage; Rent collection; Electronic transfer of funds; Insurance information; Financial information; Factoring; Financial analysis; Financial consultancy; Financial sponsorship; Evaluation (Financial -) [insurance, banking, real estate]; Financing services; Financial affairs; Monetary affairs; Currency trading and exchange services; Apartment house management; Installment loans; Investment services; Credit agencies; Credit leasing; Online banking; Arranging finance for construction projects; Loans [financing]; Financial management; Trusteeships; Insurance; Safe deposit services; Accommodation (leasing of -) [apartments]; Debt collection agencies; Financial sponsorship; Financial consultancy.

**Class:** 38

Telecommunications; Telecommunications by means of platforms and portals on the Internet; Electronic mail.

**Class:** 41

Providing of training; Providing on-line electronic publications, not downloadable; Organisation and conducting of sporting and cultural events; Arranging and conducting of symposiums; Arranging and conducting of seminars; Competitions (Organization of -) [education or entertainment]; All the aforesaid services of class 41, not being in connection with entertainment in the fields of music, Of audio and Videos.

**Class:** 42

Development of usage concepts for real estate with regard to technical matters (facility management); Preparation of data processing programmes.

### **Owner/Holder Details**

#### ***Applicant/Holder***

**Name:** start:bausparkasse e.Gen.

**Address:** Liechtensteinstr. 111-115

**Town:** Wien

**Postcode:** 1091

**Country:** AT

### **Representative Details**

#### ***Representative***

**Name:** HÖHNE, IN DER MAUR & PARTNER RECHTSANWÄLTE OG

**Address:** Mariahilfer Str. 20

**Town:** Wien

**Postcode:** 1070

**Country:** AT

#### **4) EarlierMark:**

**Trade Mark ID:** EU012433538

**Domain:** CTM Mark

#### **Mark Representation**

START

**Filing Date/Date of Designation:** 16/12/2013

#### **Goods & Services**

##### **Classes**

##### **Class: 16**

Stickers [stationery]; Pads [stationery]; Pencils; Booklets; Office requisites; Printed matter; Flags of paper; Forms, printed; Flyers; Trays for sorting and counting money; Calendars; Paper; Prospectuses; All the aforesaid goods of class 16, not being in connection with entertainment in the fields of music, audio and video.

##### **Class: 35**

Cost price analysis; Business inquiries; Business management and organization consultancy; Providing business information via a web site; Computerised file management; Business consulting services; Office functions; Business investigation; Commercial information and advice for consumers [consumer advice shop]; Business information; Building promoter services, namely organizational arranging of building projects; Marketing services; Advertising; Business consultancy and advisory services; Business administration; Dissemination of advertising matter; Advertising by mail order; Compilation of information into computer databases; Direct mail advertising (dissemination of tracts, prospectuses, printed matter); Organisational consultancy; Consultancy relating to business organisation; Assistance in management of business activities; Mediation and conclusion of commercial transactions for others; Development of usage concepts for real estate with regard to professional business matters (facility management); Arranging of contracts, for others, for the buying and selling of goods; Sponsoring in the form of advertising; Organisation of trade fairs for commercial or advertising purposes; Business appraisals; Arranging of commercial and business contacts; Mediation of trade business for third parties.

##### **Class: 36**

Estate brokerage; Development of usage concepts for real estate with regard to financial matters (facility management); Real estate agency; Property (Real estate -) management; Real estate management, and brokerage, rental and leasing of real estate (facility management); Real estate affairs; Real-estate valuations; Leasing of office space; Mutual funds; Insurance brokerage; Arranging letting of real estate; Issuance of debit cards; Issuance of credit cards; Issuing of travellers' cheques; Banking; Banking in the form of online banking; Providing financial information via a web site; Deposit of valuables; Brokerage; Stockbroking services; Savings banks and building societies; Building, namely

the financial preparation of building projects; Provident fund services; Stocks and bonds brokerage; Rent collection; Electronic transfer of funds; Insurance information; Financial information; Factoring; Financial analysis; Financial consultancy; Financial sponsorship; Evaluation (Financial -) [insurance, banking, real estate]; Financing services; Financial affairs; Monetary affairs; Currency trading and exchange services; Apartment house management; Installment loans; Investment services; Credit agencies; Credit leasing; Online banking; Arranging finance for construction projects; Loans [financing]; Financial management; Trusteeships; Insurance; Safe deposit services; Accommodation (leasing of -) [apartments]; Debt collection agencies; Financial sponsorship; Financial consultancy.

**Class: 38**

Telecommunications; Telecommunications by means of platforms and portals on the Internet; Electronic mail.

**Class: 41**

Providing of training; Providing on-line electronic publications, not downloadable; Organisation and conducting of sporting and cultural events; Arranging and conducting of symposiums; Arranging and conducting of seminars; Competitions (Organization of -) [education or entertainment]; All the aforesaid services of class 41, not being in connection with entertainment in the fields of music, Of audio and Videos.

**Class: 42**

Development of usage concepts for real estate with regard to technical matters (facility management); Preparation of data processing programmes.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** start:bausparkasse e.Gen.

**Address:** Liechtensteinstr. 111-115

**Town:** Wien

**Postcode:** 1091

**Country:** AT

**Representative Details**

***Representative***

**Name:** HÖHNE, IN DER MAUR & PARTNER RECHTSANWÄLTE OG

**Address:** Mariahilfer Str. 20

**Town:** Wien

**Postcode:** 1070

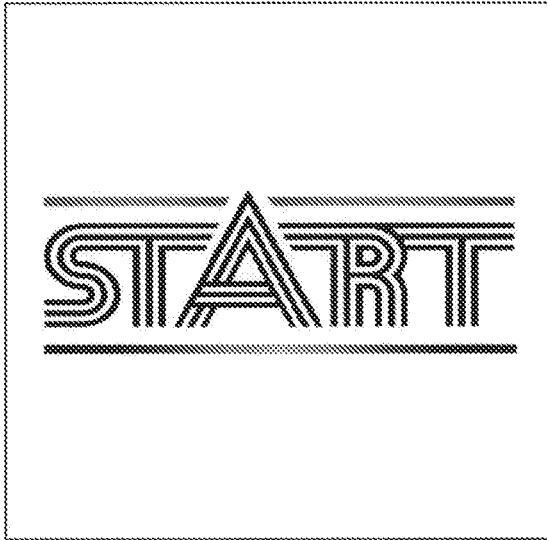
**Country:** AT

**5) EarlierMark:**

**Trade Mark ID:** EU012797759

**Domain:** CTM Mark

**Mark Representation**



**Filing Date/Date of Designation:** 27/03/2014

**Goods & Services**

***Classes***

**Class:** 35

Business management; Administrative processing of purchase orders; Commercial information agencies; Import-export agency services; Cost price analysis; Efficiency experts; Statistical information; Market research; Business investigation; Economic forecasting; Provision of commercial information; Systemization of information into computer databases; Compilation of information into computer databases; Computerised file management; Demonstration of goods; Presentation of goods on communication media for retail purposes; The bringing together, for the benefit of others, of electric accumulators, electric accumulators for vehicles, including lead-acid starter batteries for cars and trucks, for taxis and for special vehicles, battery boxes, battery jars, anode batteries, acidimeters for batteries, high tension batteries, batteries for lighting, batteries for pocket lamps, electric batteries for vehicles, electric batteries, including batteries for emergency power supply for telecommunication equipment and for the supply of telephone exchanges, galvanic batteries, plates for batteries, including grids for batteries, solar batteries, battery chargers and chargers for electric batteries (excluding the transport thereof), enabling customers to conveniently view and purchase those goods, including via electronic media, in particular by means of websites and/or television programmes (teleshopping); Provision of commercial information and

consultancy to consumers (commercial consultancy in shops); Commercial management of the licensing of goods and services, for others; Advisory services for business management; Consultancy relating to business organisation; Business management and organization consultancy; Business management consulting; Marketing services; Distribution of samples; Sales promotion for others; Exhibitions for commercial or advertising purposes; Auctioneering services; Organisation of trade fairs for commercial or advertising purposes; Business appraisals; Assistance in management of business activities; Market research; Business research; Business inquiries; Telemarketing services; Data search in computer files for others; Services related to price comparison.

**Class:** 42

Engineering services; Graphic design; Industrial design; Styling [industrial design]; Research and development for others; Technical research; Scientific research; Technical project studies; Laboratory (Scientific -) services.

### **Owner/Holder Details**

#### ***Applicant/Holder***

**Name:** АКЦИОНЕРНО ДРУЖЕСТВО "СТАРТ" АД

**Address:** РАЙОН "ЛОЗЕНЕЦ", УЛ. "ГОЛО БЪРДО", N. 4

**Town:** СОФИЯ

**Postcode:** 1000

**Country:** BG

### **Representative Details**

#### ***Representative***

**Name:** Snezhana Velikova Lyubcheva

**Address:** Lyuleburgas Str., bl.1, vh.E, ap.129

**Town:** Varna

**Postcode:** 9002

**Country:** BG

**6) EarlierMark:**

**Trade Mark ID:** EU006077861

**Domain:** CTM Mark

**Mark Representation**



**The trade mark image  
is not  
available**

**Filing Date/Date of Designation:** 06/07/2007

**Goods & Services**

***Classes***

**Class: 35**

Business services including operation of businesses; business planning services; market research; rental of office machines and equipment; telephone answering services provided in the field of business but not relating to employment services.

**Class: 36**

Financial services; insurance services; rental of offices and office space; real estate management services; leasing of real estate, commercial buildings and offices.

**Class: 37**

Property development services; development of buildings, properties, and real estate; building construction and demolition services; supervision of buildings during construction and demolition; on-site building project management services; repair, renovation, restoration, refurbishment, decoration, maintenance and servicing of properties, buildings and offices; cleaning of properties, buildings and offices; the provision, installation and maintenance of lighting for business and residential properties; construction, maintenance, cleaning and repair of telecommunication, heating, lighting and environmental control systems; installation and repair of alarm systems; information, advice and consultancy services relating thereto.

**Class:** 42

Architectural services; design and planning services; services for the planning of buildings, properties and offices; space planning; surveying services; property evaluation; project management services; rental of computer equipment; information, advisory and consultancy services relating to the aforesaid services.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** Start Anywhere Group Limited

**Address:** 39 Cambridge Place

**Town:** Cambridge

**Postcode:** CB2 1NS

**Country:** GB

**Representative Details**

***Representative***

**Name:** MARKS & CLERK LLP

**Address:** 90 Long Acre

**Town:** London

**Postcode:** WC2E 9RA

**Country:** GB



**7) EarlierMark:**

**Trade Mark ID:** EU000221804

**Domain:** CTM Mark

**Mark Representation**



**Filing Date/Date of Designation:** 11/04/1996

**Goods & Services**

***Classes***

**Class: 35**

Employment agency services; consultancy regarding personnel and personnel affairs; business organisation management and accounting consultancy; deployment, loaning and secondment of personnel; personnel recruitment; personnel selection; labour market research and analysis; office functions relating to the supply of and demand for work.

**Class: 41**

Providing of training; courses.

**Class: 42**

Careers guidance; vocational guidance; psychological testing for the selection of personnel.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** Start Holding B.V.

**Address:** Stavorenweg 6

**Town:** Gouda

**Postcode:** 2803 PT

**Country:** NL

**Representative Details**

***Representative***

**Name:** NLO SHIELDMARK B.V.

**Address:** New Babylon City Offices. 2e étage Anna van Buerenplein 21A

**Town:** Den Haag

**Postcode:** 2595DA

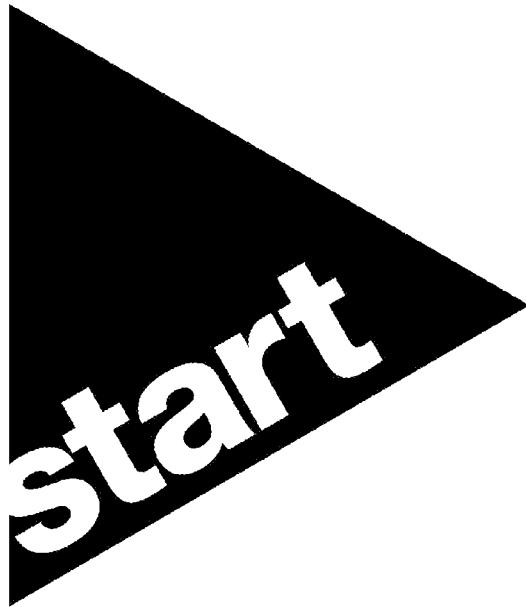
**Country:** NL

**8) EarlierMark:**

**Trade Mark ID:** UK00002516784

**Domain:** Domestic Trademark

**Mark Representation**



**Filing Date/Date of Designation:** 02/06/2009

**Goods & Services**

***Classes***

**Class: 9**

Digital video discs, compact discs, sound recordings, phonograph records, audio and video cassettes; audio, video, still and moving images and digital recordings provided by telecommunications networks, by online delivery and via the Internet and the world wide web; films bearing video recordings and recorded material; sunglasses; video images for wireless mobile communications devices; all of the aforementioned goods to the extent that they primary promote or relate to the protection or preservation of the environment, the sustainability of the environment or the sustainability of recourses, and the protection thereof, and/or projects which aim to inspire, encourage and enable people to lead more sustainable and energy efficient lives.

**Class: 16**

Paper, cardboard and goods made from these materials; printed matter; publications, magazines, books, booklets and periodicals; posters; brochures, newsletters, leaflets, information and promotional material; pictures; photographs; stationery and writing materials; greeting cards; postcards; diaries; calendars; address books; organisers; notebooks.

**Class: 18**

Leather and imitations of leather, and goods made of these materials and not included in other classes; trunks and travelling bags; umbrellas and parasols.

**Class: 21**

Household or kitchen utensils and containers; unworked or semi-worked glass (except glass used in building); glassware, porcelain and earthenware not included in other classes; china; enamel boxes and ornaments.

**Class: 25**

Clothing and headgear designed, or intended, for use or to be worn in order primarily to promote, whether directly or indirectly, environmental sustainability and sustainable development issues in connection with a charitable enterprise.

**Class: 26**

Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; badges.

**Class: 28**

Toys, games and playthings; gymnastic and sporting articles.

**Class: 35**

Organisation and arranging of festivals and fairs; retail services connected with the sale of food, drink and merchandise at festivals and fairs.

**Class: 36**

Financial services; financial services relating to the raising, collecting and distribution of charitable donations; fundraising; charitable fundraising; charitable collections; organisation of collections; organisation of fund raising activities and events; financial grant services; provision of funding for research and education, and in particular for raising the awareness and knowledge of sustainability and environmental issues.

**Class: 38**

Providing wireless transmission for uploading and downloading sound and/or video images, information and news via a global computer network to wireless mobile communication devices; all of the aforementioned services to the extent that they directly or indirectly promote or relate to the protection or preservation of the environment and/or the sustainability of the environment and/or the sustainability of resources, and the protection thereof, and/or projects which aim to inspire, encourage and enable people to lead more sustainable and energy efficient lives.

**Class: 41**

Education services; research and educational services; information services; organisation, arranging and conducting of educational, cultural, sporting, entertainment, television, live music and film activities; entertainment services; production and promotion of films and live entertainment features; production and broadcasting services relating to live shows, festivals and entertainment; organising, staging and hosting of festivals, events, debates, discussions, seminars, workshops and lectures; publication of educational printed matter, including electronically, over the Internet or via other communication services; online publishing services; all of the aforementioned services to the extent that they directly or indirectly promote and/or relate to the protection or preservation of the environment and/or the sustainability of the environment and/or the sustainability of resources, and the protection thereof, and/or projects which aim to inspire, encourage and enable people to lead more sustainable and energy efficient lives.

**Class: 43**

Provision of food and drink; catering services; cafe, bar and restaurant services; temporary accommodation.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** Business In The Community

**Address:** 137 Shepherdess Walk, London

**Postcode:** N1 7RQ

**Country:** GB

**9) EarlierMark:**

**Trade Mark ID:** UK00002539116

**Domain:** Domestic Trademark

**Mark Representation**



**Filing Date/Date of Designation:** 18/12/2009

**Goods & Services**

***Classes***

**Class: 6**

Tissue dispensers (fixed of metal); chutes of metal (for waste disposal); grab bars of metal; robe hooks (metal); cup dispensers (metal); metal cabinet systems (other than furniture).

**Class: 10**

Grab bars adapted for use by invalids; drinking fountains adapted by invalids.

**Class: 11**

Electrically powered warm air hand driers; hand drying systems comprising combination of paper towel dispenser, warm air hand dryer, waste disposal receptacle; electrically powered hand wash stations; drinking fountains.

**Class: 21**

Boxes of metal, for dispensing paper towels; waste disposal receptacle (bins); dispensers for liquid soap (washrooms); toilet roll holders; reservoir systems for liquid soap (washrooms); toilet brush holders.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** F. C. Frost Ltd

**Address:** 7 Benfield Way, Braintree

**Postcode:** CM7 3YS

**Country:** GB

**10) EarlierMark:**

**Trade Mark ID:** UK00002499023

**Domain:** Domestic Trademark

**Mark Representation**



**Filing Date/Date of Designation:** 01/10/2008

**Goods & Services**

***Classes***

**Class: 35**

Advertising; business management; business administration; writing of business reports; direct mail marketing services; digital marketing services; business management services; account management services; project management services; marketing consultancy services; marketing material; acquisition, storage, indexing, securing, searching, exporting, transforming and retrieval of digital files for others; acquisition, indexing, securing, searching, transforming and retrieval of manual files for others.

**Class: 38**

Telecommunications services; e-mail services; Internet services; SMS (Short Messaging Service) messaging services.

**Class: 41**

Providing of training; entertainment; organization of events; copy writing; commissioned writing; provision of content for websites, television, brochures, newsletters, radio, magazines and newspapers; provision of online electronic publications; photography services.

**Class: 42**

Technological services and research and design relating thereto; research services; design and development of computer hardware and software; coding and scripting services; content management services namely reviewing; uploading and placing information on Internet websites; content management services namely reviewing, editing, formatting and placing information in brochures, newsletters, marketing material, magazines, newspapers and on television and radio; web hosting services; computer software creation services; product design services; illustration services; graphic design strategy services;

corporate identity services; branding design services; literature design services; information design services packaging design services; point of sale design services; website design services; CD Rom design services; advertising design services; exhibition design services; film design; animation design; information technology management services; writing of computer programs.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** Start Limited

**Address:** 2 Sheraton Street, Soho, London

**Postcode:** W1F 8BF

**Country:** GB

**Representative Details**

***Representative***

**Name:** Fox Williams LLP

**Address:** Ten Dominion Street, London, EC2M 2EE

**Country:** GB

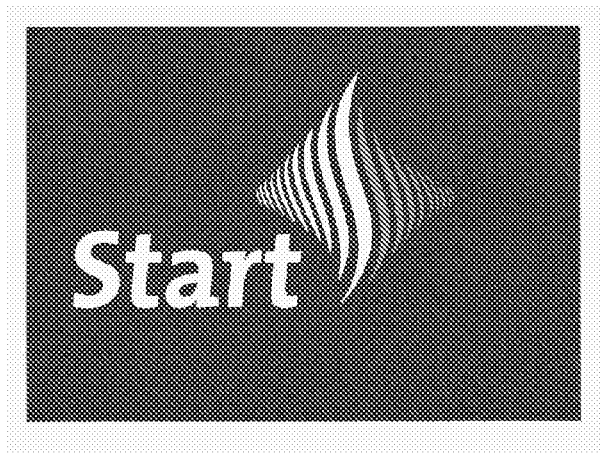


### **11) EarlierMark:**

**Trade Mark ID:** EU000824763

**Domain:** CTM Mark

### **Mark Representation**



**Filing Date/Date of Designation:** 13/05/1998

### **Goods & Services**

#### **Classes**

##### **Class: 35**

Employment agencies and personnel management consultancy; disposal, secondment, temporarily employing and lending out of personnel; personnel recruitment and selection; outplacement; market research and analysis; opinion polls; business management and organisation consultancy; statistical information; administrative services within the scope of the demand and supply of work, including bookkeeping and salary administration; organization of exhibitions for commercial or advertising purposes; setting up and managing databases; providing information for business purposes, also through telecommunication networks like Internet, cablenet or other forms of datatransfer.

##### **Class: 41**

Education and entertainment, including education, teaching, courses, trainings and seminars, like correspondence courses; development of exams; organization of exhibitions for educational purposes; organization of sports events; publication, editing, lending out and distribution of books, newspapers, magazines and other periodicals

##### **Class: 42**

Vocational guidance services; careers guidance; psychological and psychotechnical research for the benefit of personnel recruitment and selection; rental of access-time to a computerdatabase via Internet, cablenet or other forms of datatransfer; computerprogramming; professional consultancy, non business; software-development.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** United Intellectual Property B.V.

**Address:** P.J. Oudweg 61

**Town:** Almere

**Postcode:** 1314 CK

**Country:** NL

**Representative Details**

***Representative***

**Name:** NLO SHIELDMARK B.V.

**Address:** New Babylon City Offices. 2e étage Anna van Buerenplein 21A

**Town:** Den Haag

**Postcode:** 2595DA

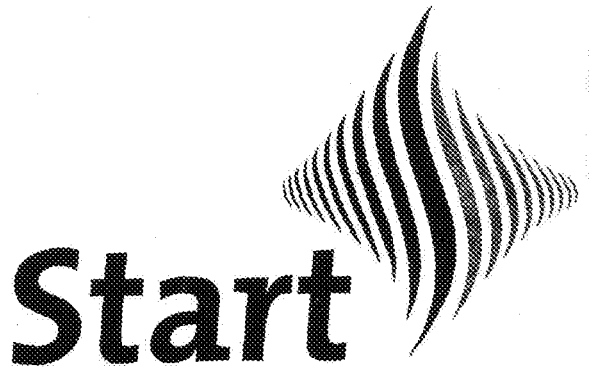
**Country:** NL

**12) EarlierMark:**

**Trade Mark ID:** EU000710970

**Domain:** CTM Mark

**Mark Representation**



**Filing Date/Date of Designation:** 29/12/1997

**Priority Dates**

04/07/1997

**Goods & Services**

**Classes**

**Class: 35**

Advertising and business, including employment agencies and personnel management consultancy; disposal, secondment, temporarily employing and lending out of personnel; personnel recruitment and selection; outplacement; marketing and market research and analysis; opinion polls; business management and organisation consultancy; statistical information; administrative services within the scope of the demand and supply of work, including bookkeeping and salary administration; advertising agencies and advertising; distribution of promotional items; organization of exhibitions for commercial or advertising purposes; setting up and managing databases; providing information for business purposes, also through telecommunication networks like Internet, cablenet or other forms of datatransfer.

**Class: 41**

Education and entertainment, including education, teaching, courses, trainings and seminars, like correspondence courses; development of exams; organization of exhibitions for educational purposes; organization of sports events; publication, editing, lending out and distribution of books, newspapers, magazines and other periodicals.

**Class: 42**

Vocational guidance services; careers guidance; psychological and psychotechnical research for the benefit of personnel recruitment and selection; rental of access-time to a computerdatabase via Internet, cablenet or other forms of datatransfer; computerprogramming; professional consultancy, non business; software-development.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** United Intellectual Property B.V.

**Address:** P.J. Oudweg 61

**Town:** Almere

**Postcode:** 1314 CK

**Country:** NL

**Representative Details**

***Representative***

**Name:** NLO SHIELDMARK B.V.

**Address:** New Babylon City Offices. 2e étage Anna van Buerenplein 21A

**Town:** Den Haag

**Postcode:** 2595DA

**Country:** NL

### **13) EarlierMark:**

**Trade Mark ID:** EU012433298

**Domain:** CTM Mark

### **Mark Representation**



**Filing Date/Date of Designation:** 16/12/2013

### **Goods & Services**

#### **Classes**

##### **Class: 16**

Stickers [stationery]; Pads [stationery]; Pencils; Booklets; Office requisites; Printed matter; Flags of paper; Forms, printed; Flyers; Trays for sorting and counting money; Calendars; Paper; Prospectuses; All the aforesaid goods of class 16, not being in connection with entertainment in the fields of music, audio and video.

##### **Class: 35**

Cost price analysis; Business inquiries; Business management and organization consultancy; Providing business information via a web site; Computerised file management; Business consulting services; Office functions; Business investigation; Commercial information and advice for consumers [consumer advice shop]; Business information; Building promoter services, namely organizational arranging of building projects; Marketing services; Advertising; Business consultancy and advisory services; Business administration; Dissemination of advertising matter; Advertising by mail order; Compilation of information into computer databases; Organisational consultancy; Consultancy relating to business organisation; Assistance in management of business activities; Mediation and conclusion of commercial transactions for others; Development of usage concepts for real estate with regard to professional business matters (facility management); Arranging of contracts, for others, for the buying and selling of goods; Sponsoring in the form of advertising; Organisation of trade fairs for commercial or advertising purposes; Business appraisals; Dissemination of advertisements; Arranging of commercial and business contacts; Mediation of trade business for third parties.

##### **Class: 36**

Estate brokerage; Development of usage concepts for real estate with regard to financial matters (facility management); Real estate agency; Property (Real estate -) management; Real estate management, and brokerage, rental and leasing of real estate (facility management); Real estate affairs; Real-estate

valuations; Leasing of office space; Mutual funds; Insurance brokerage; Arranging letting of real estate; Issuance of debit cards; Issuance of credit cards; Issuing of travellers' cheques; Banking; Banking in the form of online banking; Providing financial information via a web site; Deposit of valuables; Brokerage; Stockbroking services; Savings banks and building societies; Building, namely the financial preparation of building projects; Provident fund services; Stocks and bonds brokerage; Rent collection; Electronic transfer of funds; Insurance information; Financial information; Factoring; Financial analysis; Financial consultancy; Financial sponsorship; Evaluation (Financial -) [insurance, banking, real estate]; Financing services; Financial affairs; Monetary affairs; Currency trading and exchange services; Apartment house management; Installment loans; Investment services; Credit agencies; Credit leasing; Online banking; Arranging finance for construction projects; Loans [financing]; Financial management; Trusteeships; Insurance; Safe deposit services; Accommodation (leasing of -) [apartments]; Debt collection agencies; Financial sponsorship; Financial consultancy.

**Class:** 38

Telecommunications; Telecommunications by means of platforms and portals on the Internet; Electronic mail.

**Class:** 41

Providing of training; Providing on-line electronic publications, not downloadable; Organisation and conducting of sporting and cultural events; Arranging and conducting of symposiums; Arranging and conducting of seminars; Competitions (Organization of -) [education or entertainment]; All the aforesaid services of class 41, not being in connection with entertainment in the fields of music, Of audio and Videos.

**Class:** 42

Development of usage concepts for real estate, with regard to technical matters; Preparation of data processing programmes.

### **Owner/Holder Details**

#### ***Applicant/Holder***

**Name:** start:bausparkasse e.Gen.

**Address:** Liechtensteinstr. 111-115

**Town:** Wien

**Postcode:** 1091

**Country:** AT

### **Representative Details**

#### ***Representative***

**Name:** HÖHNE, IN DER MAUR & PARTNER RECHTSANWÄLTE OG

**Address:** Mariahilfer Str. 20

**Town:** Wien

**Postcode:** 1070

**Country:** AT

**14) EarlierMark:**

**Trade Mark ID:** UK00002433128

**Domain:** Domestic Trademark

**Mark Representation**

START

**Filing Date/Date of Designation:** 19/09/2006

**Goods & Services**

***Classes***

**Class:** 42

Graphic design services; product design services; illustration services; corporate identity services; branding design services; literature design services; information design services; packaging design services; point of sale design services; website design services; CD Rom design services; advertising design services; events design services; exhibition design services; film design; animation design; information, advice and consultancy services in relation to the aforementioned.

**Owner/Holder Details**

***Applicant/Holder***

**Name:** Start Limited

**Address:** 2 Sheraton Street, Soho, London

**Postcode:** W1F 8BF

**Country:** GB

**Representative Details**

***Representative***

**Name:** Fox Williams LLP

**Address:** Ten Dominion Street, London, EC2M 2EE

**Country:** GB