



OIFIG NA bPAITINNÍ PATENTS OFFICE

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Éire

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Kilkenny
Ireland

WORLD INTELLECTUAL PROPERTY ORGANISATION
34, CHEMIN DES COLOMBETTES
PO BOX 18
1211 GENEVA 20
SWITZERLAND

Date of Notification: **23 October 2015**
(By registered Mail)

International Registration No: 0823013
Mark: ALASKA
Holder: "VINPROM PESHTERA" AD of Bulgaria

Notification of the Irish Patents Office of Total Provisional Refusal

Dear Sir/Madam,

This notification is issued pursuant to Article 5 of the Protocol relating to the Madrid Agreement concerning the International Registration of Marks and Rule 17(2) of the Common Regulations under the Agreement and Protocol, and is to inform you that protection for this mark is refused for the reasons set out below. Any references to Sections are to Sections of the Trade Marks Act, 1996 and to Rules are to Rules of the Trade Marks Rules, 1996.

1. Section 8(1)(b)

The mark is devoid of distinctive character.

For a mark to possess distinctive character it must serve to identify the goods in respect of which protection is sought as originating from a particular undertaking, and thus to distinguish those goods from the goods of other undertakings.

It is contended that the word mark **ALASKA**, for which protection is sought, is incapable of performing the essential function of a trade mark, namely that of identifying the commercial source or origin of the goods specified.

Section 8(1)(c)

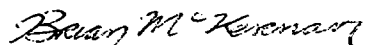
The word mark **ALASKA** consists exclusively of signs or indications which may serve in trade, to designate the geographical origin of the goods in respect of which protection is sought. The wording should therefore remain free for all economic operators in that field to use.

Section 8(3)(b)

Should it be the case that the goods in respect of which protection is sought do not originate in Alaska, the word mark **ALASKA** is likely to deceive the public as to the geographical origin of the goods.

2. This refusal is in respect of all of the goods for which protection is sought.
3. The holder may make representations in writing, or may request an extension of time for doing so, not later than **22 January 2016**. A request for an extension of time received after that date may be granted at the discretion of the Controller.
4. If representations or a request for an extension of time are not received by the specified date, protection of the mark will be refused.
5. Representations to the Controller or a request for a hearing in relation to this notification of refusal must be accompanied by an address for service within the European Economic Area as required by Rule 10(1)(a) as amended by Statutory Instrument No. 410 of 2010; failure to furnish such address will result in the holder being deemed to have abandoned his request for protection.
6. If, following the receipt of representations, it is considered that the requirements for protection are met, the mark will be published in the Official Journal and protection of it will be subject to opposition and observations by third parties. A refusal based on opposition or observations received may subsequently be issued.
7. Date of refusal: **23 October 2015**

Yours faithfully



Brian McKernan
International Registration

Direct Line: (00 353 56) 7720154