

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

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

I.	Name and address of the Office making the notification:		
	Norwegian Industrial Property Office P.O.Box 8160 Dep., N-0033 OSLO, NORWAY	Telephone: Telefax: E-mail:	+47 22 38 73 00 +47 22 38 73 01 mail@patentstyret.no
II.	International registration:	638458	Sunrise
III.	Date of Subsequent Designation (if any): (yyyy.mm.dd) 2015.07.13		
IV.	Holder of the international registration: Lidl Stiftung & Co KG, Stiftsbergstrasse 1, DE-74167 NECKARSULM, Tyskland		
V.	The scope of the refusal:		
	<input checked="" type="checkbox"/> Provisional refusal for all goods		
	<input type="checkbox"/> Provisional partial refusal for some of the goods and/or services		
VI.	Grounds for refusal:		
	<input type="checkbox"/> Absolute grounds:		
	<input checked="" type="checkbox"/> Relative grounds: Trademark Act Section 16.a		
	Likelihood of confusion with:		
	National application number: 201500693 ULTRA SUNRISE		
	National registration number: 210303 SUNRISE		
VII.	You will find more information about the conflicting mark(s) (if any) enclosed under XII. The relevant provisions of the Norwegian Trademarks Act are under XI.		
VIII.	Date of provisional refusal:	(yyyy.mm.dd)	2016.03.11
	Response must be received within:	(yyyy.mm.dd)	2016.06.11
	See more information under X about the time limit and which actions you need to take if you want to request a review of the provisional refusal.		
IX.	Signature by the Office: THE NORWEGIAN INDUSTRIAL PROPERTY OFFICE		

Line Reum

(National reference no.: 201512186)

Number of continuation sheets: 4

- X.** 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.

- XI.** The relevant provisions of the Norwegian Trademarks Act regarding the grounds of this provisional refusal:

§ 4. Content of a trademark right

A trademark right has the effect that no one, without the consent of the proprietor of the trademark right (the trademark proprietor), may use in an industrial or commercial undertaking:

- a) any sign which is identical with the trademark for goods or services for which the trademark is protected
- b) any sign which is identical with or similar to the trademark for identical or similar goods or services if there exists a likelihood of confusion, such as if the use of the sign may give the impression that there is a link between the sign and the trademark.

For a trademark which is well known in Norway, the trademark right implies that no one, without the consent of the trademark proprietor, may use a sign that is identical with or similar to the trademark for similar or any other goods or services, if the use of that sign without due cause takes unfair advantage of, or is detrimental to, the distinctive character or repute (goodwill) of the well-known trademark.

Use is considered to include the following:

- a) affixing the trademark to goods or to the packaging thereof
- b) offering goods for sale or otherwise putting them on the market, stocking or delivering them under the sign, or offering or supplying services thereunder
- c) importing or exporting goods under the trademark
- d) using the sign on business documents and in advertising.

Verbal use of the sign is also considered as use.

§ 16. Trademarks that conflict with the rights of others

A trademark cannot be registered without the consent of the relevant proprietor of rights if:

- a) use of the trademark would infringe the right of another in this country to a trademark or

Continuation sheet no: 2

Int. reg. Number: 638458

business name or another business sign,
b) the trademark is liable to be confused with a trademark, business name or other business sign that someone else started to use as the distinctive sign for goods or services before the applicant and is still using, and the applicant was aware of this use when the application for registration was filed, in such way that the filing shall be considered to have taken place in conflict with honest practices in industrial or commercial matters
c) the trademark contains something that is liable to be perceived as another person's name, stage name or portrait, unless it obviously refers to a person who is long dead,
d) the trademark contains something that is liable to be perceived as the distinctive title of another's protected creative or intellectual work or it infringes another's right in Norway to a creative or intellectual work or a photograph or a design, or
e) the trademark infringes another's right in Norway to a designation protected in regulations pursuant to Act no. 6 of 17 June 1932 on Quality Control of Agricultural Goods, etc. or Act no. 124 of 19 December 2003 on Food Production and Food Safety, etc.

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 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

XII. Prior marks cited ex officio

- (111) **Reg.nr.:** 210303
(151) **Reg.dato.:** 2001.09.13
(180) **Registreringen utløper:** **2021.09.13**
(210) **Søknadsnr.:** 199805045
(220) **Inndato:** 1998.06.10
(450) **Kunngjøringsdato:** 2001.10.08
(540) **Gjengivelse av merket:**

SUNRISE

- (541) **Merketype:**
Merket er et ordmerke i standard font

- (571) **Beskrivelse av merket:**
SUNRISE

- (731) **Søker:**
Vina Concha y Toro SA, Nueva Tajamar 481, Torre Norte, Piso 15, CL-
LAS CONDES, SANTIAGO, Chile

- (732) **Innehaver:**
Vina Concha y Toro SA, Nueva Tajamar 481, Torre Norte, Piso 15, CL-
LAS CONDES, SANTIAGO, Chile

- (740) **Fullmektig:**
Zacco Norway AS, Postboks 2003 Vika, 0125 OSLO, Norge

- (511) **Vare-/ tjenestefortegnelse:**
Klasse 33 Vin

(210) **Søknadsnr.:** 201500693
(220) **Inndato:** 2015.01.16
(300) **Søknadsprioritet:** 2014.07.21, US, 86/343,141
(540) **Gjengivelse av merket:**

ULTRA SUNRISE

(541) **Merketype:**
Merket er et ordmerke i standard font

(571) **Beskrivelse av merket:**
ULTRA SUNRISE

(731) **Søker:**
Monster Energy Company, 1 Monster Way, US-CA92879 CORONA, USA

(740) **Fullmektig:**
Bryn Aarflot AS, Postboks 449 Sentrum, 0104 OSLO, Norge

(511) **Vare-/ tjenestefortegnelse:**
Klasse 32 Ikke-alkoholholdige drikker.