Int.reg. 1251421

THE PROTOCOL RELATING TO THE MADRID AGREEMENT CONCERNING THE INTERNATIONAL REGISTRATION OF MARKS

EX OFFICIO PROVISIONAL PARTIAL REFUSAL

notified to the International Bureau of the World Intellectual Property Organization (WIPO) according to Art. 5 of the Madrid Protocol

Office refusing protection:

Finnish Patent and Registration Office Trademarks
P.O. Box 1170
FIN-00101 HELSINKI

Telephone: +358-29-509 5000 Telefax: +358-29-509 5328

- II. Number of the international registration which is the subject of the refusal: 1251421
- III. Other information concerning the international registration which is subject of the refusal:



IV. The grounds for this refusal are the following:

The trademark is in respect of part of the goods in class 9 liable to be confused with the following international registration, which is accepted to be valid in European Union (EU): Start (figurative mark); registered under number 1017607 for identical and similar kinds of goods in class 9 (information on international registration designating the EU enclosed).

The trademark is in respect of all of the services in class 35 and part of the services in class 42 liable to be confused with the following EU trademark: START; registered under number 12433538 for identical and similar kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of part of the services in class 35 liable to be confused with the following EU trademark: START; registered under number 3529054 for identical and similar kinds of services in class 35. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of part of the services in classes 35 and 42 liable to be confused with the following EU trademark: Start (figurative mark); registered under number 764704 for identical and similar kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of part of the services in class 35 liable to be confused with the following EU trademark, if it is renewed: start (figurative mark); registered under number 221804 for identical and similar kinds of services in class 35. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of part of the services in classes 35 and 42 liable to be confused with the following EU trademark: Start (figurative mark); registered under number 710970 for identical and similar

kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of part of the services in classes 35 nad 42 liable to be confused with the following EU trademark: Start (figurative mark); registered under number 824763 for identical and similar kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of part of the services in class 35 and 42 liable to be confused with the following EU trademark: start (figurative mark); registered under number 6077861 for identical and similar kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of part of the services in class 35 and all services in class 42 liable to be confused with the following EU trademark: start (figurative mark); registered under number 11172053 for identical and similar kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of all of the services in class 35 and part of the services in class 42 liable to be confused with the following EU trademark: start (figurative mark); registered under number 12431921 for identical and similar kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

The trademark is in respect of all of the services in class 35 and 42 liable to be confused with the following EU trademark: start (figurative mark); registered under number 2930949 for identical and similar kinds of services in classes 35 and 42. (The enclosed information of the EU trademark is a printout from eSearch plus (EUIPO's Database)).

V. Provisions of the Finnish Trademarks Act applicable on the subject (enclosed):

Art. 6 paragraph 1, Art. 14 paragraph 1 item 8 Art. 6 paragraph 1, Art. 14 paragraph 1 item 9

- VI. Partial refusal for all the services in classes 35 and 42 and the following goods in class 9: "Electric accumulators, accumulator boxes; battery jars; anode batteries; high voltage batteris; batteries for lighting; batteries for pocket lamps; electric batteries, including, batteries for powering telecommunication equiment in case of damage and for powering telephone switchboards; galvanic batteries, plates for batteries, including, grids for batteries; solar bateries; battery chargers; apparatus for charging electric accumulators."
- VII. The holder of the registration may request a review of the refusal. The request shall be received by the Finnish Patent and Registration Office no later than within 12 weeks from the date of the refusal. The time limit expires 20.07.2016 (dd.mm.yyyy).

The request, which is to be drawn up in Finnish or Swedish, has to be filed through the intermediary of a representative resident in the European Economic Area (Art. 56 f).

If the holder of the registration has not within the time limit given above requested for the review, the registration shall not take effect in Finland for the goods/services which are affected by the refusal (Art. 56 b paragraph 3).

If the grounds for this refusal include Community trademarks, Community trademark applications or international registrations designating Finland or European Community they can remain as grounds for this refusal even if

- the Community trademark or the Community trademark application is converted into a national trademark application and it leads to registration (Art. 57 a and Art. 14 paragraph 1 item 6),
- the international registration designating Finland is transformed into a national trademark application and

it leads to registration (Art. 56 i and Art. 14 paragraph 1 item6) or

- the international registration designating Finland is transformed into a national trademark application and it leads to registration (Art. 56 i and Art. 14 paragraph 1 item6) or
- the international registration designating European Community is, under Council Regulation (EC) No 207/2009 on the Community trademark,
 - a. converted into a national trademark application and it leads to registration (Art. 159),
 - b. converted to an international registration where Finland is designated and it's accepted to be valid in Finland (Art. 159) or
 - c. is transformed into a Community trademark application and it leads to registration (Art. 161).

Please note that if the designation is accepted subsequent to reviewal or appeal an opposition may be filed against the mark within 2 months of the publication of the mark (Art. 56 c).

Oppositions may be filed after the end of the 18-month period (Art. 5(2)(c)(i) of the Madrid Protocol, Rule 16(1) of the Common Regulations).

Legal

+358 9 6939 5523

VIII. Date on which the refusal was pronounced: 27.04.2016 (dd.mm.yyyy)

IX. Signature of the Office: 27.04.2016

Finnish Patent and Registration Office



EUTM file information

Start 1017607

Graphic representation



Trade mark information

Name	Start	Filing date	
Filing number	1017607	Registration date	17/08/2009
Basis	IR (Search on WIPO	Expiry date	17/08/2019
	database)	Designation date	17/08/2009
Date of receipt	19/11/2009	Filing language	English
Туре	Figurative	Second language	French
Nature	Individual	Application reference	
Nice classes	9, 38, 39 (Nice Classification)	Trade mark status	IR accepted
Vienna Classification	24.17.25 (Vienna Classification)	Acquired distinctiveness	No

Goods and services



- **9** Computer hardware and software to be used with satellite and/or GPS navigation systems for navigation purposes; computer software to be used with route planners, with electronic maps, and with digital dictionaries for navigation and translating purposes; software for travel information systems and/or for providing or reproducing travel advice and/or information concerning service stations, car parks, restaurants, car dealers and other travel and transport related information; software for information management purposes for transport and traffic industries; software for viewing electronic maps; downloadable electronic maps; software for operating route planners; route planners in the nature of handheld personal computers; software for operating electronic digital dictionaries; electronic dictionaries; location, orientation and navigation, and global positioning systems (GPS) consisting of computers, computer software, transmitters, GPS and/or satellite receivers, network interface devices, connection cables, and parts and fittings therefor; holders especially for pocket size personal computers; satellite and radio transmission apparatus equipment, namely processors, mobile telephones and receivers; telecommunications installations, networks and apparatus, namely mounting racks especially fitted for telecommunications hardware, telecommunication switches; computer terminals, in particular for navigation systems, route planners and/or digital maps; blank magnetic and disc shaped data carriers; audio and video apparatus, namely audio and video receivers and processors; handheld personal computers; personal digital assistants (PDAs).
- **38** Secured or non-secured telecommunication services, including for transmitting digital data, light files, sound files, data, information and image signals, all in particular for navigation systems, route planners and electronic maps; wireless transmission of data for so-called "teletext" purposes, via the Internet, digital mobile telephony (GSM) and WAP; wireless

transmission of digital data; electronic transmission of data and documents via computer terminals; rental of telecommunication equipment; technical advice related to aforementioned services; secured or non-secured telecommunication services for the electronic storage of digital data, light files, sound files, data, information and image signals, all especially for navigation systems, route planners and the use of electronic maps.

39 Providing information regarding traffic and traffic congestion; information regarding travel; information to travellers regarding fares, time tables and means of public transport; services of a travel agency, namely the rental services of cars, boats and other vehicles; aforesaid information and advice also provided by a communication network or a mobile telephone or wireless navigation system.

Owners

TomTom International B.V.

ID	n/a	Country	NL -	Can be accessed and
Organisation	Organisation n/a		Netherlands	changed by authorised user
Legal status n/a	State/county	n/a	via the User Area	
	Town	n/a		
		Post code	n/a	Can be accessed and
		Address Rembrandtple changed by authorised use 35 NL-1017 CT via the User Area Amsterdam		
		-		Can be accessed and changed by authorised user via the User Area

Representatives

No entry



EUTM file information

START 012433538

Trade mark information

Name	START	Filing date	16/12/2013
Filing number	012433538	Registration date	09/07/2015
Basis	EUTM	Expiry date	16/12/2023
Date of receipt	16/12/2013	Designation date	
Туре	Word	Filing language	German
Nature	Individual	Second language	English
Nice classes	16, 35, 36, 38, 41, 42 (Nice	Application reference	310/13
	Classification)	Trade mark status	Registered
Vienna Classification		Acquired distinctiveness	No

Goods and services



- **16** Trays for sorting and counting money; All the aforesaid goods of class 16, not being in connection with entertainment in the fields of music, audio and video.
- **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.
- **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; Issuang 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.
- 38 Telecommunications; Telecommunications by means of platforms and portals on the Internet; Electronic mail.
- **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.
- **42** Development of usage concepts for real estate with regard to technical matters (facility management); Preparation of data processing programmes.

Owners

start:bausparkasse e.Gen.

ID

Organisation

Legal status

609656

Legal entity

Country start:bausparl State/county e.Gen.

Town

Address

AT - Austria

n/a Wien

1091 Liechtenstein! 111-115

Correspondence address

start:bausparkasse e.Gen. Liechtensteinstr. 111-115 A-1091 Wien

AUSTRIA

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Can be accessed and changed by authorised user via the User Area

Representatives

HÖHNE, IN DER MAUR & PARTNER RECHTSANWÄLTE OG

ID Organisation Legal status

Type

18512

n/a

Legal person **Association**

Country State/county

Town Post code Address

Wien 1070

n/a

Mariahilfer Str. 20

AT - Austria

Correspondence address

HÖHNE, IN DER MAUR & PARTNER RECHTSANWÄLTE OG Mariahilfer Str. 20

A-1070 Wien **AUSTRIA**

00 43-1521750

00 43-15217521

office@h-i-p.at



EUTM file information

START 003529054

Trade mark information

Name	START	Filing date	31/10/2003
Filing number	003529054	Registration date	07/09/2005
Basis	EUTM	Expiry date	31/10/2023
Date of receipt	05/11/2003	Designation date	
Туре	Word	Filing language	English
Nature	Individual	Second language	Italian
Nice classes	18, 35 (Nice Classification)	Application reference	T11689EU/SW
Vienna Classification		Trade mark status	Registered
		Acquired distinctiveness	No

Goods and services



- **18** Leather and imitations of leather, and goods made of these materials; trunks and travelling bags; umbrellas, parasols and walking sticks; bags, handbags and rucksacks; purses and wallets; suitcases; belts; parts and fittings for all the aforesaid goods.
- **35** The bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods in a retail clothing store, department store, supermarket; the bringing together of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise catalogue by means of mail order or by means of telecommunications; the bringing together of a variety of goods, enabling customers to conveniently view and purchase those goods from an Internet web site specialising in clothing, or from a general merchandise Internet web site, or other interactive electronic platforms.

Owners

Start, Philip

ID Organisation Legal status	177939 Philip Start Physical person	Country State/county Town Post code Address	GB - United Kingdom n/a London EC2A3QB 59 Rivington Street	Correspondence address Philip Start 59 Rivington Street London EC2A3QB REINO UNIDO	Can be accessed and changed by authorised user via the User Area Can be accessed and changed by authorised user via the User Area
					Can be accessed and changed by authorised user

Representatives

LONDON IP LTD

ID Organisation Legal status Type	44263 n/a Legal person Association	Country State/county Town Post code Address	GB - United Kingdom n/a Lymington SO41 9BR Lymington Business Centre Solent House Cannon Street	Correspondence address LONDON IP LTD Lymington Business Centre Solent House Cannon Street Lymington SO41 9BR REINO UNIDO	00 44-2075026987 00 44-2076813345 info@londonip.com
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EUTM file information

Start 000764704

Graphic representation



Trade mark information

Name Start Filing date 29/12/1997 000764704 Registration date 05/10/2001 Filing number **EUTM** 29/12/2017 Basis Expiry date 29/12/1997 Date of receipt Designation date Type **Figurative** Filing language Dutch Individual English Second language Nature Application reference T8040633EM Nice classes 35, 41, 42 (Nice Classification) Trade mark status Registered Vienna Classification 25.05.01, 26.11.12, 26.11.13, Acquired distinctiveness No 26.11.98, 29.01.01, 29.01.04 (Vienna Classification)

Goods and services

English (en)

- **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.
- **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
- **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.

Owners

United Intellectual Property B.V.

United Intellectual Property changed by authorised user B.V. via the User Area Almere P.J. Oudweg 61 NL-1314 CK Almere 1314 CK PAÍSES BAJOS Can be accessed and	ID	174713	Country	NL -	Correspondence address	Can be accessed and
n/a B.V. Via the User Area Almere P.J. Oudweg 61 NL-1314 CK Almere PAÍSES BAJOS Can be accessed and changed by authorised user	Organisation	United		Netherlands	United Intellectual Property	
NL-1314 CK Almere 1314 CK PAÍSES BAJOS Can be accessed and changed by authorised user P.J. Oudweg		Intellectual	State/county	n/a		
P.J. Oudweg PAÍSES BAJOS Can be accessed and changed by authorised user	Property B.V.	Town	Almere			
P.J. Oudweg changed by authorised user	Legal status Legal entity	Post code	131 <i>4</i> CK		Can be assessed and	
F.J. Oudweg			, 031 1001	1314 CK	PAISES BAJUS	
		Address				
			Address			

Can be accessed and changed by authorised user via the User Area

Representatives

NLO SHIELDMARK B.V.

D	10770	Country	NL -	Correspondence address	00 24 702242500
Organisation	n/a		Netherlands	NLO SHIELDMARK B.V.	00 31-703312500
egal status	Legal person	State/county	n/a	Postbus 29720	
уре	Association	Town	Den Haag	NL-2502 LS Den Haag	00 31-703527589
уре	ASSOCIATION	Post code	2595DA	PAÍSES BAJOS	
	Address	New Babylon City Offices. 2e étage Anna van Buerenplein 21A		trademarks@nlo.nl	



EUTM file information

start 000221804

Graphic representation



Trade mark information

Name	start	Filing date	11/04/1996	
Filing number	000221804	Registration date	03/08/1998	
Basis	EUTM	Expiry date	11/04/2016	
Date of receipt	11/04/1996	Designation date		
Type	Figurative	Filing language	Dutch	
Nature	Individual	Second language	English	
Nice classes	35, 41, 42 (Nice	Application reference	T8040639EM	
	Classification)	Trade mark status	Registered	
Vienna Classification	26.11.05, 26.11.06, 26.11.08, 26.11.99 (Vienna Classification)	Acquired distinctiveness	No	

Goods and services



- **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.
- 41 Providing of training; courses.
- **42** Careers guidance; vocational guidance; psychological testing for the selection of personnel.

Owners

Start Ho	olding B.V.				
ID	36595	Country	NL -	Correspondence address	
Organisation			Netherlands		

Legal status

Start Holding

Legal entity

State/county

Address

Gouda 2803 PT Post code

n/a

Stavorenweg

Start Holding B.V. Stavorenweg 6 2803 PT Gouda PAÍSES BAJOS

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Can be accessed and changed by authorised user via the User Area

Can be accessed and changed by authorised user via the User Area

Representatives

NLO SHIELDMARK B.V.

ID

Type

10770

Organisation Legal status

n/a **Legal person Association**

Country

Post code

State/county

Address

NL -

n/a

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

Netherlands

Den Haag

2595DA

Correspondence address

NLO SHIELDMARK B.V. Postbus 29720 NL-2502 LS Den Haag PAÍSES BAJOS

00 31-703312500

00 31-703527589

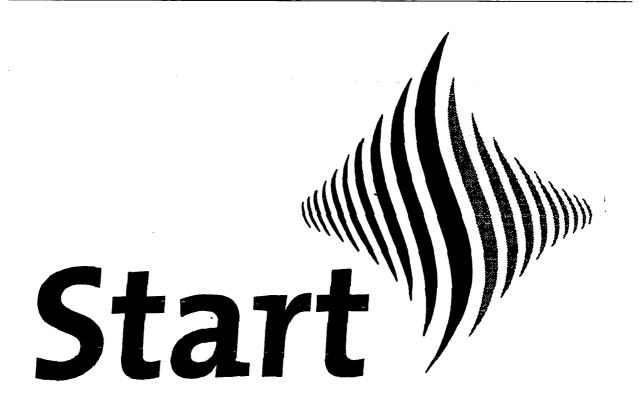
trademarks@nlo.nl



EUTM file information

Start 000710970

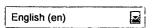
Graphic representation



Trade mark information

Start	Filing date	29/12/1997
000710970	Registration date	20/03/2000
EUTM	Expiry date	29/12/2017
29/12/1997	Designation date	
Figurative	Filing language	Dutch
Individual	Second language	English
35, 41, 42 (Nice	Application reference	T8040637EM
Classification)	Trade mark status	Registered
25.07.20, 26.04.03, 26.04.05 (Vienna Classification)	Acquired distinctiveness	No
	000710970 EUTM 29/12/1997 Figurative Individual 35, 41, 42 (Nice Classification) 25.07.20, 26.04.03, 26.04.05	000710970 Registration date EUTM Expiry date 29/12/1997 Designation date Figurative Filing language Individual Second language 35, 41, 42 (Nice Application reference Classification) Trade mark status 25.07.20, 26.04.03, 26.04.05

Goods and services



- 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.
- **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.
- **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.

Owners

	ntellectual i	Property 	B.V.		
ID	174713	Country	NL -	Correspondence address	
Organisation	United		Netherlands	United Intellectual Property	Can be accessed and
Intellectual Property B.V.	State/county	n/a	B.V.	changed by authorised user via the User Area	
	Town	Almere	P.J. Oudweg 61	vid the ober vired	
Legal status Legal entity	Post code	1314 CK	NL-1314 CK Almere PAÍSES BAJOS	Can be accessed and	
		1314 CK	PAISES BAJUS		
	Address	P.J. Oudweg 61		changed by authorised user via the User Area	
					Can be accessed and

changed by authorised user via the User Area

Representatives

NLO SHIELDMARK B.V.

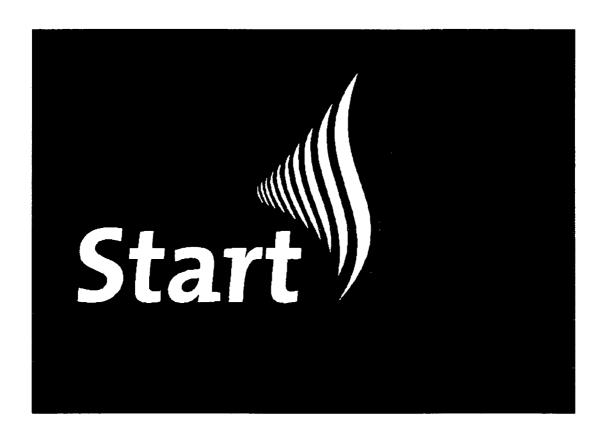
ID	10770	Country	NL -	Correspondence address	00.24.702242500
Organisation	n/a		Netherlands	NLO SHIELDMARK B.V.	00 31-703312500
Legal status	Legal person	State/county	n/a	Postbus 29720	
Туре	Association	Town	Den Haag	NL-2502 LS Den Haag	00 31-703527589
,,,,,	ASSOCIATION	Post code	2595DA	PAÍSES BAJOS	
		Address	New Babylon City Offices. 2e étage Anna van Buerenplein 21A		trademarks@nlo.nl



EUTM file information

Start 000824763

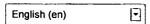
Graphic representation



Trade mark information

Name	Start	Filing date	13/05/1998
Filing number	000824763	Registration date	16/02/2000
Basis	EUTM	Expiry date	13/05/2018
Date of receipt	13/05/1998	Designation date	
Туре	Figurative	Filing language	Dutch
Nature	Individual	Second language	English
Nice classes	35, 41, 42 (Nice	Application reference	T8040630EM
	Classification)	Trade mark status	Registered
Vienna Classification	25.05.01, 25.07.20, 26.04.03, 26.04.05 (Vienna Classification)	Acquired distinctiveness	No

Goods and services



- **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.
- **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
- **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.

Owners

United Intellectual Property B.V.

D	174713	Country	NL -	Correspondence address	
Organisation	United		Netherlands	United Intellectual Property	Can be accessed and changed by authorised use
	Intellectual	State/county	n/a	B.V.	via the User Area
	Property B.V.	Town	Almere	P.J. Oudweg 61	
Legal status Legal entity	Legal entity	Post code	1314 CK	NL-1314 CK Almere PAÍSES BAJOS	Can be accessed and
		Address	P.J. Oudweg 61		changed by authorised use via the User Area
					Can be accessed and
					changed by authorised use via the User Area

Representatives

NLO SHIELDMARK B.V.

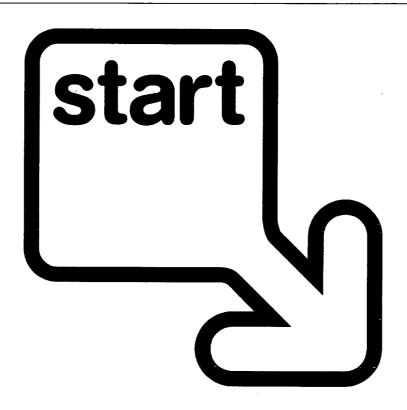
ID 10770 Organisation n/a Legal status Legal person Type Association	Country State/county Town Post code	NL - Netherlands n/a Den Haag 2595DA	Correspondence address NLO SHIELDMARK B.V. Postbus 29720 NL-2502 LS Den Haag PAÍSES BAJOS	00 31-703312500 00 31-703527589	
		Address	New Babylon City Offices. 2e étage Anna van Buerenplein 21A		trademarks@nlo.nl



EUTM file information

start 006077861

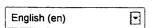
Graphic representation



Trade mark information

Name	start	Filing date	06/07/2007
Filing number	006077861	Registration date	07/07/2010
Basis	EUTM	Expiry date	06/07/2017
Date of receipt	06/07/2007	Designation date	
Туре	Figurative	Filing language	English
Nature	Individual	Second language	Italian
Nice classes	35, 36, 37, 42 (Nice	Application reference	SJL/EMT69465B
	Classification)	Trade mark status	Registered
Vienna Classification	24.15.01, 26.04.01, 26.04.05, 26.04.22 (Vienna Classification)	Acquired distinctiveness	No

Goods and services



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

Owners

Start Anywhere Group Limited

D	302511	_ Country	GB - United Kingdom	Correspondence address	Can be accessed and
Organisation	Start Anywhere	State/county	n/a	Start Anywhere Group Limited	changed by authorised user
Group Limited	Town	Cambridge	39 Cambridge Place Cambridge CB2 1NS		
Legal status	Legal entity	Post code	CB2 1NS	REINO UNIDO	Can be accessed and
		Address	39 Cambridge Place		changed by authorised user via the User Area
					Can be accessed and changed by authorised user via the User Area

Representatives

MARKS & CLERK LLP

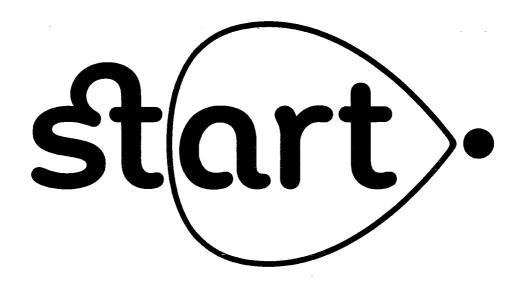
ID	10578	Country	GB - United Kingdom	Correspondence address	00 44-2074200000
Organisation	n/a	State/county	n/a	MARKS & CLERK LLP	
Legal status	Legal person	,		90 Long Acre London	00 44-2078363339
Type	Association	Town	London	WC2E 9RA	00 44-2070303333
		Post code	WC2E 9RA	REINO UNIDO	1. 1. 0. 1. 1.
		Address	90 Long Acre		london@marks-cierk.com



EUTM file information

start 011172053

Graphic representation



Trade mark information

Name	start	Filing date	07/09/2012
Filing number	011172053	Registration date	11/03/2013
Basis	EUTM	Expiry date	07/09/2022
Date of receipt	07/09/2012	Designation date	
Туре	Figurative	Filing language	English
Nature	Individual	Second language	Italian
Nice classes	35, 38, 41, 42 (Nice	Application reference	S/0641/0019
	Classification)	Trade mark status	Registered
Vienna Classification	26.13.25 (Vienna Classification)	Acquired distinctiveness	No

Goods and services



- **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; provision of 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; corporate identity services.
- **38** Telecommunications services; e-mail services; Internet access services; SMS (Short Messaging Service) messaging services.
- **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.
- **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; 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.

Owners

Start Limited

ID Organisation Legal status	149289 Start Limited Legal entity	State/county Town Post code Address	GB - United Kingdom n/a London W1F 8BF 2 Sheraton	Correspondence address Start Limited 2 Sheraton Street Soho London W1F 8BF REINO UNIDO	Can be accessed and changed by authorised user via the User Area Can be accessed and changed by authorised user via the User Area
			Street, Soho		Can be accessed and changed by authorised use via the User Area

Representatives

FOX WILLIAMS LLP

ID	41458	Country	GB - United	Correspondence address	00 44 2076282000
Organisation	n/a		Kingdom	FOX WILLIAMS LLP	00 44-2076282000
Legal status	Legal person	State/county	London, City of	10 Finsbury Square London London, City of EC2A	00 44-2076282100
Type Association	Town	London	1AF REINO UNIDO	00 44 20/0252100	
		Post code	EC2A 1AF	KENIO ONIDO	trademarks@foxwilliams.cor
		Address	10 Finsbury Square		



EUTM file information

START 012431921

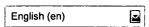
Graphic representation



Trade mark information

Name	START	Filing date	16/12/2013
Filing number	012431921	Registration date	21/07/2015
Basis	EUTM	Expiry date	16/12/2023
Date of receipt	16/12/2013	Designation date	
Туре	Figurative	Filing language	German
Nature	Individual	Second language	English
Nice classes	16, 35, 36, 38, 41, 42 (Nice	Application reference	310/13
	Classification)	Trade mark status	Registered
Vienna Classification	24.17.01 (Vienna Classification)	Acquired distinctiveness	No

Goods and services



16 Trays for sorting and counting money All the aforesaid goods of class 16, not being in connection with entertainment in the fields of music, audio and video.

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.

- **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.
- 38 Telecommunications; Telecommunications by means of platforms and portals on the Internet; Electronic mail.
- **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.
- **42** Development of usage concepts for real estate with regard to technical matters (facility management); Preparation of data processing programmes.

Owners

start:bausparkasse e.Gen.

ID	609656	Country	AT - Austria	Correspondence address	Carlo
Organisation	start:bausparl	State/county	n/a	start:bausparkasse e.Gen.	Can be accessed and changed by authorised user
	e.Gen.	Town	Wien	Liechtensteinstr. 111-115	via the User Area
Legal status Legal entity	Post code	1091	A-1091 Wien AUSTRIA		
		Address	Liechtenstein: 111-115		Can be accessed and changed by authorised user via the User Area
					Can be accessed and changed by authorised user via the User Area

Representatives

HÖHNE, IN DER MAUR & PARTNER RECHTSANWÄLTE OG

ID	18512	Country	AT - Austria	Correspondence address	
Organisation	n/a	State/county	n/a	HÖHNE, IN DER MAUR &	00 43-1521750
Legal status	Legal person	Town	Wien	PARTNER RECHTSANWÄLTE OG	00 43-15217521
Туре	Association	Post code	1070	Mariahilfer Str. 20	00 45-15217521
		Address	Mariahilfer Str. 20	A-1070 Wien AUSTRIA	office@h-i-p.at



EUTM file information

start.

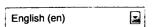
Graphic representation



Trade mark information

Name	start.	Filing date	13/11/2002
Filing number	002930949	Registration date	18/06/2008
Basis	EUTM	Expiry date	13/11/2022
Date of receipt	13/11/2002	Designation date	
Туре	Figurative	Filing language	English
Nature	Individual	Second language	French
Nice classes	35, 38, 41, 42 (Nice	Application reference	T32810A/RMA/DDR/NPA
	Classification)	Trade mark status	Registered
Vienna Classification	24.17.02, 26.03.01, 26.03.06, 26.03.19, 26.03.24 (Vienna Classification)	Acquired distinctiveness	No

Goods and services



35 Advertising; business management, business administration; office functions; promotional and advertising services related to corporate identity; direct mail services; business management services; account management services; project management services; digital asset management services; management of digital assets including images and artwork;

content management services namely reviewing, editing, formatting and placing information in marketing material; all aforementioned services not in the field of temporary work procurement and employee recruitment.

- **38** Telecommunications; e-mail services; Internet portal services; Internet service providers; SMS messaging services.
- **41** Education; providing of training; entertainment; sporting and cultural activities; training and teaching; exhibition services; organisation of events; copy writing; commissioned writing; provision of content for websites, television brochures, newsletters, marketing material, radio, magazines and newspapers; provision of online electronic publications; creation of point of sale material; creation of exhibition material; production services related to film; photography services; content management services namely reviewing, editing, formatting and placing information in brochures, newsletters, magazines, newspapers and on television and radio; all aforementioned services not in the field of temporary work procurement and employee recruitment.
- **42** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; legal services; coding and scripting services; content management services namely, reviewing, uploading and placing information on Internet websites; web hosting services; computer software creation services; product design services; illustration services; graphic design services; branding design services; graphic design structures; point of sale design services; branding design services; CD Rom design services; advertising design services; exhibition design services; information technology management services; design services related to corporate or entertainment events; design services related to corporate identity; design services related to literature; design services related to information; design services related to film; design services related to animation; all aforementioned services not in the field of temporary work procurement and employee recruitment.

Owners

Start Limited

ID Organisation Legal status	149289 Start Limited Legal entity	Country State/county Town	GB - United Kingdom n/a London	Correspondence address Start Limited 2 Sheraton Street Soho London W1F 8BF	Can be accessed and changed by authorised user via the User Area
		Post code	W1F 8BF	REINO UNIDO	Can be accessed and
		Address	2 Sheraton Street, Soho		changed by authorised use via the User Area
					Can be accessed and changed by authorised user via the User Area

Representatives

FOX WILLIAMS LLP

ID	41458	Country	GB - United	Correspondence address	00 44-2076282000
Organisation	n/a	State/county	•	Kingdom London, City of FOX WILLIAMS LLP 10 Finsbury Square London London, City of EC2A	
Legal status	Legal person				
Туре	Association	Town	London	1AF REINO UNIDO	00 44-20/0202100
		Post code	EC2A 1AF	KEINO ONIDO	trademarks@foxwilliams.cor
		Address	10 Finsbury Square		

Extract from the Finnish Trademarks Act No. 7 of January 10, 1964, as amended (Unofficial translation)

Article 1

Registration shall confer exclusive rights in a trademark as a special symbol for distinguishing goods to be offered for sale, or otherwise purveyed in business, from those of others.

Any kind of mark that can be represented graphically and by means of which goods marketed in business can be distinguished from those of others may be a trademark. A trademark may in particular consist of words, including personal names, figures, letters, numerals or the shape of goods or of their packaging.

The provisions of this Act concerning goods shall apply by analogy to services.

Article 3

Any person may use his surname, address or trade name in his business as a trade symbol for his goods unless that use is liable to cause confusion with another's protected trademark, or with a name, address or trade name already being lawfully used by another in

The foregoing provision on trade names applies also to the auxiliary trade name and secondary symbol referred to in the Trade Names Act.

The name or trade name of another may not be included in a trademark; neither may the auxiliary trade name or secondary symbol of another be included in a trademark except where they lack distinguishing power or where the branches of trade or kinds of goods concerned are different.

Article 6

Trade symbols shall be regarded under this Act as liable to cause confusion only if they apply to goods of identical or similar type.

Notwithstanding the foregoing, the confusability of trade symbols may be judged in favor of a symbol that has a reputation in Finland where the use of another's trade symbol without due cause would constitute unfair exploitation of, or action detrimental to, the distinctive character or fame of the earlier trade symbol.

The second paragraph of this Article shall apply also to the auxiliary trade names and secondary symbols referred to in the third paragraph of Article 3.

Article 13

To be eligible for registration, a trademark must be capable of distinguishing its proprietor's goods from those of others. A mark that denotes either alone or with only few alterations or additions, the kind, quality, quantity, use, price or place or time of manufacture of the goods shall not, as such, be regarded as distinctive. Neither shall a mark be regarded as distinctive, if it is solely composed of a form that is characteristic of the goods, necessary for achieving a technical result or that substantially increases the value of the goods. In assessing whether a trademark possesses distinguishing power, all the factual circumstances shall be borne in mind, particularly the length of time and extent to which the mark has been used.

Article 14

A trademark shall not be registered:

- (1) if it is contrary to law and order, or to morality;
- (2) if it is liable to mislead the public;
- (3) if, without proper permission, it incorporates national armorial bearings, a national flag or other emblem, a sign or hallmark indicating control and warranty used by the State for goods of the same type as those for which the trademark is sought or a similar type, the armorial bearings of a Finnish commune, or the flag, armorial bearings or other emblem, name or abbreviated name of an international organization or any device or emblem, name or abbreviated name liable to be confused with the symbols or emblems, marks, names or abbreviations referred to in this item;

(4) if it is composed of or contains anything likely to give the impression of being the protected trade name of another or the auxiliary trade name or secondary symbol of another as referred to in the third paragraph of Article 3, or of being the name or likeness of another person, unless such name or likeness plainly relates to a person long dead;

(5) if it is composed of or contains anything likely to give the impression of being the title of another's protected literary or artistic work, such title being original in character, or if it constitutes an infringement of another's copyright in such a work or of his rights in a photographic illustration or a protected design;

(6) if it is liable to be confused with the name or protected trade name of another trader, with an auxiliary trade name or secondary symbol of the kind referred to in the third paragraph of Article 3, with the trademark of another which has been registered on the basis of an earlier application or with the trade symbol of another party that is already established when registration is sought; (7) if it is liable to be confused with a trade symbol being used by another party for his goods at the time of the application, and if the applicant was aware of that use at the time of his application and had not used his own mark before the other trade symbol came into

use

- (8) if it is liable to be confused with a trademark protected by an international registration valid in Finland or the European Community that on the basis of this registration enjoys an earlier right in Finland or the European Community;
- (9) if it is liable to be confused with a Community trade mark within the meaning of Article 57 that has been registered on the basis of an earlier application or that has seniority from Finland under Article 34 or 35 of the Council Regulation referred to in Article 57; 10) if it is liable to be confused with a registered name of a plant variety; or
- 11) if there is an obstacle to registration within the meaning of Council Regulation (EEC) No. 2081/92 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs.

In the cases referred to in items (4) to (9), registration may be granted if the person whose right is concerned agrees thereto, and provided that the registration does not contravene any of the other provisions of the first paragraph of this Article.

Article 15

The exclusive rights in a trademark acquired by registration do not cover any part of the mark that cannot be registered as such.

If the trademark contains any such part and there are special reasons to believe that its registration may cause uncertainty regarding the extent of the exclusive rights granted, protection of the part may be specifically disclaimed when the registration is made.

If a part of a trademark excluded from protection later becomes registrable, a new registration may be made to cover that part or the entire trademark without the exclusion of the part from protection.

Article 17

The application for registration of a trademark shall be filed in writing with the registering authority. The application shall indicate the name or trade name of the applicant and the goods and classes of goods for which the mark is intended. The mark shall be clearly shown in the application.

A filing fee shall be paid on the filing of the application. The application shall not be considered filed until the fee has been paid.

Article 56a

When the registration authority receives a notification of an international registration having effect in Finland from the International Bureau, it shall examine whether there is any obstacle to the registration.

Article 56b

If the registration authority finds that a trademark filed for international registration does not comply with the conditions of registration laid down in this Act, it shall notify the International Bureau that the international registration has no effect in Finland. The registration authority shall notify its refusal, together with a statement of all grounds, to the International Bureau before the expiry of a period of 18 months from the date of the International Bureau notification referred to in Article 56a.

If the statement issued by the proprietor of an international registration commenting on the notification by the registration authority referred to in the foregoing paragraph does not present any grounds on which the trademark could be deemed to comply with the conditions of registration laid down in this Act, the registration authority shall rule that the international registration has no or only a partial effect in Finland.

If the proprietor of an international registration has not within the given time limit submitted his statement commenting on the registration authority's notification referred to in paragraph 1, the international registration shall not take effect in Finland. If the said notification only concerned some of the goods in the international registration, the international registration shall take effect in Finland in respect of those of the goods that the notification did not concern.

Article 56c

If no obstacle to registration is found, the registration authority shall give public notice of the International Bureau notification referred to in Article 56a as laid down in the first paragraph of Article 20. The public notice shall specify the date accorded to the international registration by the International Bureau.

Any opposition to an international registration in Finland shall be filed in writing with the registration authority within two months of the date of the public notice.

Article 56 f

If the proprietor of an international registration who is not domiciled in Finland wishes to submit a statement to the National Board of Patents and Registration of Finland, the proprietor must appoint a representative resident in the European Economic Area. A corporate body domiciled in the European Economic Area may also act as a representative.