

<b>CHAPTER ONE</b>	<b>13</b>
<b>INTRODUCTION</b>	<b>13</b>
<b>A. VALUE OF THE TRADE MARK</b>	<b>13</b>
<b>B. FUNCTIONS OF THE TRADE MARK</b>	<b>15</b>
<b>CHAPTER TWO</b>	<b>16</b>
<b>LEGAL SOURCES AND EARLIER INSTRUMENTS FOR PROTECTION</b>	<b>16</b>
<b>A. LEGAL SOURCES</b>	<b>16</b>
<b>B. REGISTRATION SYSTEMS</b>	<b>17</b>
1. Purpose of the register	17
2. National filing	18
3. Regional Registration	19
4. International filing - the Madrid System	19
4.1 The Madrid Agreement	20
4.2 The Madrid Protocol	21
4.3 Central Attack	21
4.4 Trade mark forms	22
<b>CHAPTER THREE</b>	<b>23</b>
<b>THE COMMUNITY TRADE MARK REGIME</b>	<b>23</b>
<b>A. LEGAL BASIS</b>	<b>23</b>
1. Council Directive 89/104/EEC	23
2. Council Regulation (EC) No. 40/94	24
<b>B. ADVANTAGES OF THE COMMUNITY TRADE MARK</b>	<b>25</b>
<b>C. FORMS OF CTM</b>	<b>25</b>
<b>D. PROCEDURAL ASPECTS</b>	<b>25</b>
<b>E. COMMUNITY TRADE MARKS AND THE TRADE MARKS OF THE EU MEMBER STATES</b>	<b>27</b>
<b>CHAPTER FOUR</b>	<b>29</b>
<b>COMPARATIVE REMARKS</b>	<b>29</b>
<b>A. BONA FIDE INTENTION TO USE</b>	<b>29</b>
<b>B. EXAMINATION OF THE APPLICATION</b>	<b>29</b>
<b>C. DOCTRINE OF FUNCTIONALITY.</b>	<b>31</b>
<b>CHAPTER FIVE</b>	<b>32</b>
<b>SIGNS ELIGIBLE TO REGISTRATION. WORDS</b>	<b>32</b>

<b>A. INTRODUCTION</b>	<b>32</b>
<b>B. DEFINITION OF A SIGN</b>	<b>33</b>
<b>C. THE EC APPROACH</b>	<b>36</b>
1. <i>What is a sign?</i>	37
2. <i>Graphical representation</i>	38
3. <i>Capacity to distinguish</i>	40
<b>D. GROUNDS FOR REFUSAL OF REGISTRATION</b>	<b>41</b>
1. <i>Absolute grounds for refusal</i>	42
1.1 <i>Subject matter</i>	43
1.2 <i>Non-distinctive marks</i>	44
a) <i>“Devoid of distinctiveness”</i>	45
b) <i>“Characteristics” – objections</i>	47
(i) <i>Kind, quality, quantity</i>	49
(ii) <i>Intended purpose</i>	49
(iii) <i>Value</i>	50
(iv) <i>Geographical origin</i>	50
1.3 <i>Customary usage</i>	53
1.4 <i>Acquired distinctiveness</i>	56
1.5 <i>Public interest</i>	60
a. <i>Public policy and morality.</i>	60
b) <i>Likely to deceive</i>	63
c) <i>Freihaltebedürfnis doctrine</i>	66
2. <i>Relative grounds for refusal</i>	66
<b>E. LACK OF DISTINCTIVENESS</b>	<b>68</b>
1. <i>Introduction</i>	68
2. <i>Relevant case law</i>	69
3. <i>Slogans</i>	74
4. <i>Distinctive and descriptive</i>	79
<b>CHAPTER SIX</b>	<b>88</b>
<b>SOME SPECIFIC TYPES OF TRADE MARKS</b>	<b>88</b>
<b>A. ATTRIBUTES TO WORDS</b>	<b>88</b>
1. <i>Initials and acronyms</i>	88
2. <i>Numbers</i>	91
3. <i>Type and font</i>	93
4. <i>The minimum level of distinctiveness</i>	95
5. <i>Not-permissible signs</i>	96
6. <i>Names</i>	98
7. <i>Trade dress</i>	99
<b>CHAPTER SEVEN</b>	<b>102</b>
<b>COLOUR TRADEMARKS</b>	<b>102</b>

<b>A. LEGISLATION ISSUES</b>	<b>102</b>
<b>B. FORMS OF REPRESENTATION</b>	<b>105</b>
<b>C. CASE LAW</b>	<b>108</b>
<b>CHAPTER EIGHT</b>	<b>122</b>
<b>NON-CONVENTIONAL TRADEMARKS- OLFACTORY SIGNS</b>	<b>122</b>
<b>A. INTRODUCTION</b>	<b>122</b>
<b>B. THE RELEVANT CASE LAW</b>	<b>123</b>
1. <i>The EC case law</i>	123
2. <i>Other countries</i>	132
<b>C. PERFUMES</b>	<b>135</b>
<b>D. GRAPHICAL REPRESENTATION</b>	<b>141</b>
1. <i>The requirement for graphical representation.</i>	141
2. <i>Possibilities for graphical representation</i>	142
3. <i>The Sieckmann Case</i>	144
<b>E. CONCLUSION</b>	<b>146</b>
<b>CHAPTER NINE</b>	<b>149</b>
<b>SOUND TRADEMARKS</b>	<b>149</b>
<b>A. LEGISLATION ISSUES</b>	<b>149</b>
<b>B. REGISTRABILITY</b>	<b>150</b>
<b>C. CASE LAW</b>	<b>154</b>
<b>CHAPTER TEN</b>	<b>162</b>
<b>THREE-DIMENSIONAL TRADE MARKS</b>	<b>162</b>
<b>A. SHAPES</b>	<b>162</b>
1. <i>The absolute grounds for refusal</i>	162
a. <i>The shape which results from the nature of the goods themselves</i>	162
b. <i>The shape of goods which is necessary to obtain a technical result</i>	163
c. <i>The shape which gives substantial value to the goods</i>	163
2. <i>Case law</i>	165
<b>B. GET-UP AND TRADE-DRESS</b>	<b>170</b>
<b>CHAPTER ELEVEN</b>	<b>172</b>
<b>FURTHER DEVELOPMENTS</b>	<b>172</b>
<b>CHAPTER TWELVE</b>	<b>174</b>
<b>CONCLUSION</b>	<b>174</b>