

SHIMIZU & DAIGO

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JPO decided to approve the color-per-se trademarks as the first case

The Japan Patent Office (JPO) announced that it approved the registration of two trademarks consisting of colors alone (color per se trademarks) as the first case on March 1, 2017 which include the application of Shimizu & Daigo Client Tombow Pencil Company, Ltd.

As you may know, JPO began to receive the non-traditional trademark applications including sound marks, motion marks, hologram marks, color per se marks and position marks. Among the above five types of trademarks, about 200 trademark have been registered except color per se marks.

The following is the details of two trademark applications

1. Application No. 2015-29914

Goods & Services: erasers (Class 16)

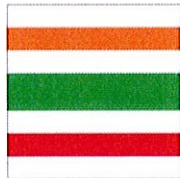
Applicant: Tombow Pencil Company, Ltd.



2. Application No. 2015-30037

Goods & Services: retail services or wholesale services for personal articles; retail services or wholesale services for foods and beverages etc. (Class 35)

Applicant: Seven-Eleven Japan Co., Ltd.



☆The number of applications and registrations for non-traditional trademarks
(February 20, 2017)

	Total	Sound	Motion	Position	Hologram	Color
Application	1,494	517	123	345	17	492
Registration	207	110	65	23	9	0