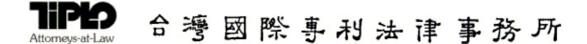


## **Examination Guidelines on "Trademark Distinctiveness"**

- 1. Preamble
- 2. Meaning of Distinctiveness
- 2.1 Symbols inherently distinctive
- 2.1.1 Creative symbol
- 2.1.2 Arbitrary symbol
- 2.1.3 Suggestive symbol
- 2.2 Symbols not inherently distinctive
- 2.2.1 Descriptive symbol
- 2.2.2 Generic mark or name
- 2.2.3 other symbols not inherently distinctive
- 2.3 Symbols consequently distinctive
- 3. Determinant Elements for Distinctiveness
- 4. Examination on Distinctiveness
- 4.1 Words
- 4.1.1 Homonyms
- 4.1.2 Dialects
- 4.1.3 Foreign languages
- 4.2 Alphabets
- 4.2.1 Single alphabet
- 4.2.2 Two or more than 2 alphabets
- 4.2.3 Abbreviation
- 4.2.4 Combination of alphabets and numerals
- 4.3 Numerals
- 4.4 Devices



- 4.4.1 Simple lines or basic geometric devices
- 4.4.2 Decorative patterns
- 4.4.3 Figure of product
- 4.4.4 Devices relative to descriptiveness of products and commonly used
- 4.5 Geographic names or other symbols indicating geographic source
- 4.5.1 Descriptive geographic names
- 4.5.2 Arbitrary geographic names
- 4.5.3 Old geographic names and rare geographic names
- 4.5.4 word combination containing geographic names
- 4.5.5 Certification marks or Collective marks for place of origin
- 4.6 Surnames, Name and Portraits
- 4.6.1 Surnames
- 4.6.2 Names
- 4.6.3 Portraits
- 4.6.4 Names of characters known for books, movies and dramas
- 4.7 Names known for books, stories, dramas, films, songs and music
- 4.8 Titles
- 4.8.1 Titles not self-boosted
- 4.8.2 Titles self-boosted
- 4.8.3 Combination of titles and surnames
- 4.9 Names of company, trade name, group, organization, agency and domain name
- 4.9.1 Name of company
- 4.9.2 Name of Trade Name
- 4.9.3 Names of group, organization and agency
- 4.9.4 Domain name
- 4.10 Religious gods, terms and signs commonly seen
- 4.11 Slogan, common terms, new words and terminology
- 4.11.1 Slogan



- 4.11.2 congratulations, blessing words, popular terms and idioms
- 4.11.3 New Product, technology name and terminology
- 4.12 Names of places
- 4.13 Trademarks in special forms
- 5. Measure and Judgement for evidences
- 5.1 Relevant evidences showing distinctiveness consequently acquired
- 5.2 Judgement on distinctiveness consequently acquired
- 6. Others
- 6.1 Application of provisions for rejection
- 6.2 Disclaimer
- 6.3 Chinese translation for evidences/materials in foreign languages
- 6.4 Notes for distinctiveness consequently acquired