



Companies and Intellectual
Property Commission

a member of the dti group

NOTICE

NAMING CONVENTIONS APPLICABLE TO ELECTRONIC LODGMENT OF NEW TRADE MARK APPLICATIONS

The Trade Marks Act requires the Registrar of Trade Marks to maintain a Register of Trade Marks and to grant the public access thereto, upon application in the prescribed manner. One of the functions of the Trade Marks Register is to enable the proper recordal of trade marks, and the searching of prior trade mark rights.

For the Trade Marks Register to fulfill these functions, and particularly following the implementation of electronic filing of new trade mark applications as from 2 September 2013, it is essential that new trade mark applications lodged via e-filing should be described in accordance with the following naming conventions/rules:-

1. Where the trade mark consist of **only a device/logo**, the "*representation of trade mark*" field should be left blank and the device/logo should be attached as an attachment to the application.
2. Where the trade mark consist of **a device/logo with words/letters or numerals, OR where words/letters/numerals are depicted in fanciful (stylized) script**, the words/letters or numerals should be captured in the "*representation of trade mark*" field in Roman characters, and the device/logo should be attached as an attachment to the application. With the understanding that:-
 - Descriptive words such as *inter alia* "logo", "device", "picture", "special form", "colour", "shape", "slogan", "container" or any combination thereof, may not form part of the description of the trade mark as inserted in the "*representation of trade mark*" filed";
 - Special characters may not form part of the description of the trade mark as inserted in the "*representation of trade mark*" field"; and
 - The "*representation of trade mark*" field will be limited to 150 (Roman) characters.

CIPC will align all applications lodged electronically with the above-mentioned naming conventions before including such applications in the Trade Marks Register. CIPC will also review all applications lodged since 2 September 2013 to ensure alignment with these naming conventions, so as to facilitate searching of the Trade Marks Register.

This notice will come into effect on **1 November 2013**.

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