

Part 7: Article 3(1)(v) (Very Simple and Common Marks)


consists solely of a very simple and common mark; or

1. Trademark composed of a single Japanese kana character (including a modified character), a single straight line, a waved line, a figure commonly used as an outline (such as , , , , \* and ♡), laurels or a shield, or a three-dimensional shape such as globe, cube, rectangular parallelepiped, cylinder, triangular cylinder, etc. fall under the provision of this paragraph.

2. (1) Trademarks composed of one or two Roman characters, a single Roman character accompanied by simplified Japanese kana characters, and Japanese katakana characters representing the sound of a single Roman character fall under the provision of this paragraph.

(2) Trademarks composed of Japanese katakana characters indicating the sound of two Roman characters do not fall under the provision of this paragraph. However, this does not apply to trademarks connected with goods or services with respect to which Roman characters are customarily used as the symbols or marks of goods or services.

(3) In case where trademarks are composed of two Roman characters combined with “-“ or one or two Roman characters accompanied by “Co.,” “Ltd.,” or “K.K.,” the trademarks fall under the provision of this paragraph if “Co.,” “Ltd.” or “K.K.” is judged to respectively mean “Company,” “Limited” or “Kabushiki Kaisha.” However, this does not apply to trademarks with two Roman characters combined with “&.”

(4) Trademarks with two Roman characters indicated in a monograph like  do not fall under the provision of this paragraph.

3. (1) Numerals fall under the provision of this paragraph, in principle.

(2) Trademarks with a digit or two digits of numerals indicated like, for example “ワンツウ” (one, two), “トゥエルブ” (twelve) or “じゅうに” (twelve) or these indications accompanied by the numerals fall under the provision of this paragraph, in principle.

(3) Trademarks with more than two digits of numerals indicated by kana characters representing their sounds are treated as follows:

(a) Examples of trademarks falling under the provision of this paragraph

“ワンハンドレッド アンド トウェンティスリー” (one hundred and twenty three)

“ヒャクニジュウサン ” (one hundred and twenty three)

(b) Examples of trademarks not falling under the provision of this paragraph  
“ワン ツウ スリー” (one two three)

4. Trademarks with a simple outline encircling characters specified in 1, 2(1) and (3), 3(1), (2) and (3)(a) above fall under the provision of this paragraph, in principle.