

Part 5: Article 4(1)(vii) (Contravention of Public Order or Morality)

is likely to cause damage to public order or morality;

1. Trademarks that are "...likely to cause damage to public order or morality" are trademarks which are letters or diagrams, in composition per se, outrageous, obscene, discriminative or unpleasant to people, or trademarks which are, irrespective their unobjectionable composition, liable to conflict with the public interests of the society or contravene the generally-accepted sense of morality if used for designated goods or designated services.

It is judged whether "letters or diagrams are discriminative or unpleasant to people," with consideration given to their historic backgrounds, social impacts, etc. from a comprehensive viewpoint.

2. Trademarks with their use prohibited by other laws, trademarks liable to dishonor a specific country or its people or trademarks generally considered contrary to the international faith are judged to fall under the provision of this paragraph.