

Part 4: Article 3(1)(ii) (Trademarks Customarily Used)

is customarily used in connection with the goods or services;

1. “is customarily used” in this paragraph are trademarks which, having become customarily used with respect to the same type of goods or services among business operators relating to his business, are not distinctive to distinguish the goods or services of one party from those of other parties, including, for example:

(Examples)

“正宗” [MASAMUNE] (Refined Japanese sake wine)

“羽二重餅” [HABUTAEMOCHI] (Bean jam cake)

Figure of “オランダ船” [ORANDASEN] (cake)

“かきやま” [KAKIYAMA] (Rice crackers)

“観光ホテル” [KANKO HOTEL] (Provision of lodging accommodations)

“プレイガイド” [PLAY-GUIDE] (Arrangements for seats of entertainment facilities)