

The System of Regional Collective Trademarks

In Japan, regional brands of those other than Japan can be registered as trademarks.

Examples of regional brands of those other than Japan are registered as regional collective trademarks.

Italy

PROSCIUTTO DI PARMA

Right holder

The Consorzio del Prosciutto di Parma

Product

Ham produced in Parma, Italy

Canada

カナダポーク

Right holder

Canada Pork International

Product

Pork produced in Canada

China

鎮江香醋

Right holder

Zhenjiang Vinegar Association

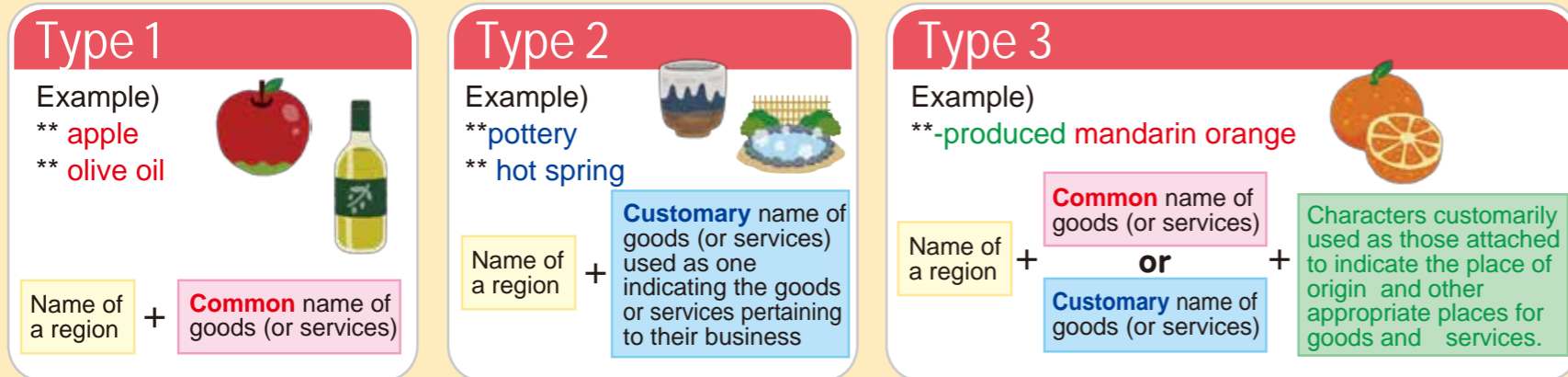
Product

Vinegar made from glutinous rice [xiang cu] produced in Zhenjiang, CHINA.

What is a regional collective trademark?

Four points!

1 For a trademark which consists of a region's name and that of goods (or services), What can be registered is a trademark with one of the following types consisting solely of characters.



(Note) "*" is a character string indicating a region's name.
(Note) The region's name mentioned above includes not only a current administrative district's, but also one of an old place, an old country, a river, a mountain, a sea area and other regions.

2 if an association closely related to the region intends to

Associations which can be entitled to regional collective trademarks

If a foreign legal person is equivalent to one of the following Japanese entities, it can be entitled to register a regional collective trademark.

- i Business cooperatives and other associations established under a special act, such as business, agricultural and fishing cooperatives associations.
- ii Commerce and industrial associations
- iii Chambers of commerce
- iv Incorporated nonprofit organizations

3 let its members use the trademark,

4 and if the trademark is well known in Japan,

3 major merits of a trademark!



A regional collective trademark can yield more merits!



The trademark can be registered as a regional collective trademark!

How to obtain a trademark right



• Application fee (normal trademark application) : ¥3,400 + (No. of classes x ¥8,600)
• Registration fee (for 10 years) : No. of classes x ¥28,200.

• Registration renewal application fee (for 10 years) : No. of classes x ¥38,800
○ If a document is submitted in papers instead, you may be required to prepare an electric file fee.
Electric file fee : ¥1,200 + (No. of pages x ¥700)

(Note) Please refer to WIPO's HP about fees required to apply and submit required documents to WIPO. (As of April 2016)

• **The following goods and services are registered as regional collective trademarks.**

The regional collective trademark system was introduced in April 2006, and 592 regional collective trademarks have been registered in Japan since the system was initiated (as of the end of February 2016).

The Numbers of Regional Collective Trademarks Registered for Respective Goods and Services



Because some regional collective trademarks are registered and used to indicate multiple goods and services, the number of registered collective regional trademarks and that of total goods and services are different from each other.

Japan Patent Office, Ministry of Economy, Trade and Industry

3-4-3 Kasumigaseki, Chiyodaku, Tokyo 100-8915, Japan

(Phone) 03-3581-1101 (main phone number from 8:30 to 18:15)

(JPO Home Page) <http://www.jpo.go.jp/indexj.htm>

(E-mail) PA1480@jpo.go.jp

