

“The Industrial Property Rights System in Japan”

Chapter 3. The Trademark System in Japan

International Classification of Goods and Services

Trademarks play a major role in global business development today. For that reason, an international rule-based system is required for their use.

Applications for trademark registration must include the class of goods or services that conforms to the International Classification of Goods and Services based on the Nice Agreement.

Concluded in the French city of Nice in 1957, the Nice Agreement is an international classification of goods and services that went into effect in 1961 for the purpose of registering trademarks and service marks.

While 84 States are currently party to the Nice Agreement, more than 150 States adopt an international classification based on it.

Under this international classification, Classes 1 to 34 list “goods”, while Classes 35 to 45 list “services”.

Although this classification standardizes the basic concept of classification, the indications of goods and services acceptable for examinations differ from country to country.

Cooperative efforts are now being made for this indication to be standardized.

Let’s now look at the procedures for acquiring a trademark directly in other countries.

One way to do this is to submit an application in the language of each country through the intermediary of a local agent. Another method is to make an application based on the Madrid Protocol.