

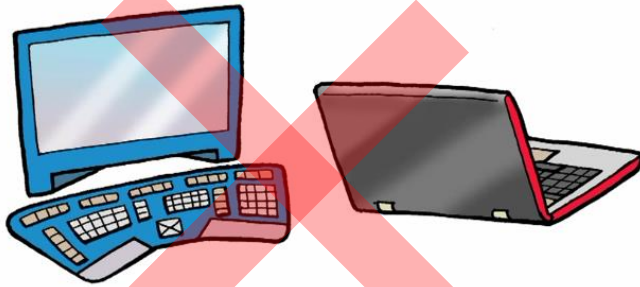
# “The Industrial Property Rights System in Japan”

## Chapter 3. The Trademark System in Japan

### Trademark Applications That Do Not Satisfy Requirements

Trademarks likely to cause confusion in connection with the goods or services pertaining to a business of another person  
(No capability to distinguish one's goods or services from those of others)

#### A common name of goods or services



\*Naming a personal computer “PC”

#### Trademarks customarily used



\*Naming a brand of sake “Masamune”

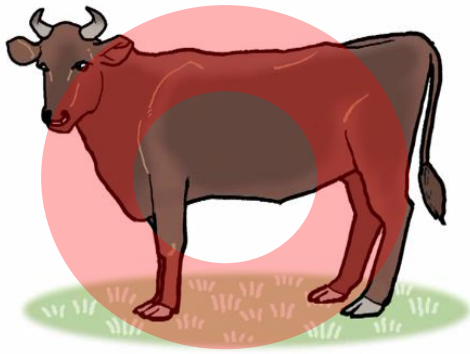
Note: In Japan, sake names traditionally use “Masamune” as a suffix.

#### Indication of quality or place of origin



\*Naming a car model “Deluxe”

Indication of quality or place of origin



Regional collective trademark \*Kobe beef

Trademarks containing a common surname or name, or a very simple and common mark

- Common names in Japan  
e.g. Sato
- 1 character or 2 alphabet letters

Trademarks by which consumers are not able to recognize the goods or services as those pertaining to a business of a particular person

e.g.

- Slogan (catchphrase)
- The name of the current era, etc.

\*Cases of a trademark determined to have distinctiveness acquired through use: e.g. HONDA

A trademark that works against the public benefit, such as an indication that could be confused with the trademark of a public organization



A trademark confusingly similar to another person's registered trademark, or well-known/famous trademarks

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\*"Satay", meat grilled on a skewer, is well-known in Southeast Asia.