

“The Industrial Property Rights System in Japan”

Chapter 3. The Trademark System in Japan

Reason for Refusal / Rejection



Here are two examples of cases that will not be registered because they are similar to prior registered trademarks:

Similarity in appearance
e.g. HONDA and HCNDA

Similarity in sound
e.g. BUFFALO and BAHHALO

Similarity in concept
e.g. TORA and TIGER