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Handling of a Case in which the Applicant Declares that the Trademark Claimed in an International Trademark Application is in “Standard Characters”

Even if an applicant declares that a trademark that has been claimed in an international trademark application is in “standard characters,” due to the reasons below, the trademark will not be handled as one in standard characters provided under the Japanese Trademark Act.

- 1) The detailed composition differs between a mark on the International Register and a trademark registered under the Japanese standard characters system that is indicated by characters designated by the JPO Commissioner.
- 2) Looking at the standard characters systems of other countries, none stipulate the significance or effects of the system by law or the like. Judging from gazettes that describe a declaration that the trademark is in “standard characters,” the practice related to the system differs considerably from that of Japan.
- 3) The Japanese standard characters system was introduced mainly to simplify trademark filing procedures. It standardizes the mode of characters used in character trademarks to characters designated by the JPO Commissioner; and it does not require the applicant to create and attach a trademark sample. However, when the applicant of an international trademark application has declared that the trademark is in “standard characters,” such a convenient effect cannot be expected.
- 4) In Japan, the question of whether or not a trademark is registered to be in standard characters does not affect the scope of that trademark right, so the handling will not be of any disadvantage to the applicant.

(Note) Click below to see the Examination Guidelines for Trademarks
Examination Guidelines for Trademarks:

[Article 5 \(Applications for trademark registration\)](#)