

42.106.01

Handling of Universiade Marks, etc

Registration of a trademark application mainly composed of a mark identical or similar to any of the marks (marks of the Universiade, the Japanese Universiade Committee, the Asian Games, the National Athletic Meet and the Junior Sports Clubs) indicated in the Annex shall be refused pursuant to Article 4(1)(vi) of the Trademark Act.

The above marks are refused, because each of the marks is recognized as falling under “a mark indicating a non-profit organization or enterprise working in the public interest,” and the ownership of the marks is held by the respective international bodies, the Japanese Olympic Committee, or the Japan Amateur Sports Association. At the same time, these marks are recognized as already famous in Japan.

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

Examination Guidelines for Trademarks:

[Article 4\(1\)\(vi\) \(Famous Mark Indicating a State or a Local Public Entity\)](#)

Marks of the Universiade (owned by the FISU)



Original emblem



New emblem (color)



New emblem (mono)

Marks of the Japanese Universiade Committee
(owned by the JOC)



Mark of the Asian Games
(owned by the OCA)



*All of the above marks are either owned or managed by the Japanese Olympic Committee (JOC)

FISU: Fédération Internationale du Sport Universitaire

OCA: Olympic Council of Asia

Mark of the National Athletic Meet



Mark of the Junior Sports Clubs



*The above two marks are owned by the Japan Amateur Sports Association