

# TRADE MARKS WORK MANUAL

## Content Outline

Chapter 1: What is a trade mark?

Chapter 2: Colour marks

Chapter 3: Shape marks

Chapter 4: Descriptive trade marks

Chapter 5: Geographical names

Chapter 6: Evidence of distinctiveness acquired through use

Chapter 7: Relative grounds for refusal of registration

Chapter 8: Series of marks

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Chapter 9: Marks contrary to public policy or to morality

Chapter 10: Names and representation of famous people,  
buildings, etc

Chapter 11: Other grounds for refusal of application

Chapter 12: Deceptive marks

Chapter 13: Licences

Chapter 14: Slogans