

INTELLECTUAL PROPERTY OFFICE OF SINGAPORE

REPUBLIC OF SINGAPORE

TRADE MARK APPLICATION NO. T0912739C
(Our ref: /expartehearing/ T0912739C)

Salvatore Ferragamo Italia S.p.A..... Applicant

TO:

c/o PRITHIPAL & ASSOCIATES
120 Cantonment Road
#03-02A Maritime House
Singapore 089760

(Your Ref: PS/dd/2010-0014)

REGISTRAR'S DECISION

Having heard the Applicants and considered the Applicants' submissions on the 13th day of September 2011, the decision of the Registrar of Trade Marks is as follows:

I am of view that the mark is not sufficiently distinctive for registration *prima facie* because ribbon devices are, as revealed by an internet search, commonly used on perfume bottles for decorative purposes by other traders alongside their house marks. Thus it is unlikely that the average consumer of the goods in suit will regard the mark as capable of distinguishing the goods in suit. Further, the evidence lodged has failed to demonstrate that because of the Applicant's use the mark is taken by the average consumer as a guarantee that the goods sold under it originate from the Applicant.

In light of the above, the above application is refused.

REGISTRAR'S OFFICE)

this 15th day of September 2011)



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ANKUR GUPTA(MR)
ASSISTANT REGISTRAR
for REGISTRAR OF TRADE MARKS
REGISTRY OF TRADE MARKS
INTELLECTUAL PROPERTY OFFICE OF SINGAPORE