

O/0942/24

TRADE MARKS ACT 1994

IN THE MATTER OF APPLICATION NO. UK00003900757  
BY SHENZHEN INNOVATION WANHONG CO. LTD. TO REGISTER:

**Amzhero**

AS A TRADE MARK IN CLASSES 9 & 14

AND

IN THE MATTER OF THE OPPOSITION THERETO  
UNDER NO. 442203 BY  
AMAZON TECHNOLOGIES, INC.

## BACKGROUND AND PLEADINGS

1. On 14 April 2023, Shenzhen Innovation Wanhong Co. Ltd. (“the applicant”) applied to register the trade mark shown on the cover of this decision (“the applicant’s mark”) in the UK for the following goods:

Class 9: Smart watches; smartbands; smartwatches; watchbands that communicate data to smartphones; watchbands that communicate data to other electronic devices; smart bracelets; wearable communications devices in the form of wristwatches; cases for smartphones; chargers for mobile phones; covers for smartphones; flip covers for smart phones; holders adapted for mobile phones; phone cases; protective cases for mobile phones; protective covers for smartphones; protective films adapted for smartphones; smartphone battery chargers; smartphone camera lenses; stands adapted for mobile phones; stands adapted for tablet computers; tempered glass screen protectors for smartphones; waterproof cases for smart phones.

Class 14: Bands for watches; Bangles; Bracelets; Cases adapted to contain watches; Cases [fitted] for watches; Key chains; Watch boxes; Watch casings; Watch chains; Watch clasps; Watch straps made of metal or leather or plastic; Watch straps of nylon; Watchbands; Watchstraps; Wristwatches.

2. The applicant’s mark was published for opposition purposes on 28 April 2023 and, on 28 July 2023, it was opposed by Amazon Technologies, Inc. (“the opponent”). The opposition is based upon sections 5(2)(b) and 5(3) of the Trade Marks Act 1994 (“the Act”). In respect of the section 5(2)(b) ground, the opponent relies on the following marks:

AMZ

UK registration no. 3731802

Filing date 10 December 2021; registration date 18 March 2022

Relying on some goods and services, being those set out in Annex 1.

("the opponent's first mark"); and

AMAZON

UK registration no. 916947681<sup>1</sup>

Filing date 3 July 2017; registration date 15 May 2018

Relying on some goods, being those set out in Annex 2.

("the opponent's second mark").

3. Under the section 5(2)(b) ground, the opponent claims that given the similarity of the marks and the identity or similarity of the goods and services, there exists a likelihood of confusion (including a likelihood of association) on the part of the relevant public.
4. Under the section 5(3) ground, the opponent relies only upon its second mark. In doing so, the opponent claims to enjoy a substantial reputation in all of the goods and services for which that mark is registered. These are set out in Annex 3 of this decision. In light of the reputation and the similarity of the marks, the opponent claims that use of the applicant's mark will take unfair advantage of the distinctive character and repute of the opponent's mark. Additionally, the opponent claims that use of the applicant's mark will cause detriment to the opponent's reputation.
5. The applicant filed a counterstatement denying the claims made.

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<sup>1</sup> The opponent's second mark is a comparable mark based upon an earlier EUTM. On 1 January 2021, in accordance with Article 54 of the Withdrawal Agreement between the UK and the European Union, the UK IPO created comparable UK trade marks for all right holders with existing EUTMs. These comparable marks enjoy the same filing and registration dates as their European counterparts.

6. The applicant is represented by Pawel Wowra and the opponent is represented by Morgan, Lewis & Bockius UK LLP. Only the opponent filed evidence and, at the same time, also filed written submissions. No hearing was requested and neither party filed written submissions in lieu of the same. This decision is taken after careful consideration of the papers.
  
7. The provisions of the Act relied upon in these proceedings are assimilated law, as they are derived from EU law. Although the UK has left the EU, section 6(3)(a) of the European Union (Withdrawal) Act 2018 (as amended by Schedule 2 of the Retained EU Law (Revocation and Reform) Act 2023) requires tribunals applying assimilated law to follow assimilated EU case law. That is why this decision refers to decisions of the EU courts which predate the UK's withdrawal from the EU.

## **EVIDENCE**

8. The opponent's evidence came in the form of the witness statement of Ms Aimee Mahan dated 18 December 2023. Ms Mahan is the Assistant Secretary of the opponent. Her statement is accompanied by 18 exhibits, being those labelled AM1 to AM18, and was filed in support of the opponent's claim to enjoy a reputation in its second mark.
  
9. I do not intend to summarise the evidence filed by the opponent (or the counterstatement of the applicant, for that matter) in full here. However, I confirm that I have taken all filed documents into account and will summarise them to the extent that I deem necessary below.

## **DECISION**

### **Section 5(2)(b): legislation and case law**

10. Section 5(2)(b) of the Act reads as follows:

“(2) A trade mark shall not be registered if because-

(a) [...]

(b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected,

there exists a likelihood of confusion on the part of the public, which includes the likelihood or association with the earlier trade mark.”

11. Section 5A of the Act states as follows:

“Where grounds for refusal of an application for registration of a trade mark exist in respect of only some of the goods or services in respect of which the trade mark is applied for, the application is to be refused in relation to those goods and services only.”

12. The opponent’s marks qualify as earlier trade marks under the above provisions because they were both applied for prior to the filing date of the applicant’s mark. The opponent’s marks did not complete their registration processes more than five years prior to the filing date of the applicant’s mark so are not subject to the use provisions. As a result, the opponent can rely on all of the goods and services for both marks that it highlighted in its notice of opposition.

13. The following principles are gleaned from the decisions of the EU courts in *Sabel BV v Puma AG*, Case C-251/95, *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc*, Case C-39/97, *Lloyd Schuhfabrik Meyer & Co GmbH v Klijsen Handel B.V.* Case C-342/97, *Marca Mode CV v Adidas AG & Adidas Benelux BV*, Case C-425/98, *Matratzen Concord GmbH v Office for Harmonization in the Internal Market*

*(Trade Marks and Designs) ("OHIM"), Case C-3/03, Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH, Case C-120/04, Shaker di L. Laudato & C. Sas v OHIM, Case C-334/05P and Bimbo SA v OHIM, Case C-591/12P:*

- (a) The likelihood of confusion must be appreciated globally, taking account of all relevant factors;
- (b) the matter must be judged through the eyes of the average consumer of the goods or services in question, who is deemed to be reasonably well informed and reasonably circumspect and observant, but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them he has kept in his mind, and whose attention varies according to the category of goods or services in question;
- (c) the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details;
- (d) the visual, aural and conceptual similarities of the marks must normally be assessed by reference to the overall impressions created by the marks bearing in mind their distinctive and dominant components, but it is only when all other components of a complex mark are negligible that it is permissible to make the comparison solely on the basis of the dominant elements;
- (e) nevertheless, the overall impression conveyed to the public by a composite trade mark may be dominated by one or more of its components;
- (f) however, it is also possible that in a particular case an element corresponding to an earlier trade mark may retain an independent distinctive role in a composite mark, without necessarily constituting a dominant element of that mark;

- (g) a lesser degree of similarity between the goods or services may be offset by a great degree of similarity between the marks, and vice versa;
- (h) there is a greater likelihood of confusion where the earlier mark has a highly distinctive character, either per se or because of the use that has been made of it;
- (i) mere association, in the strict sense that the later mark brings the earlier mark to mind, is not sufficient;
- (j) the reputation of a mark does not give grounds for presuming a likelihood of confusion simply because of a likelihood of association in the strict sense;
- (k) if the association between the marks creates a risk that the public might believe that the respective goods or services come from the same or economically-linked undertakings, there is a likelihood of confusion.

### **Comparison of goods**

14. The applicant's goods can be found at paragraph one above. The opponent's goods can be found at Annex 1 and Annex 2 of this decision.

15. When making the comparison, all relevant factors relating to the goods and services in the specifications should be taken into account. In the judgment of the Court of Justice of the European Union ("CJEU") in *Canon*, Case C-39/97, the court stated at paragraph 23 that:

"Those factors include, inter alia, their nature, their intended purpose and their method of use and whether they are in competition with each other or are complementary".

16. The relevant factors identified by Jacob J. (as he then was) in the *Treat* case, [1996] R.P.C. 281, for assessing similarity were:

- (a) The respective uses of the respective goods or services;
- (b) The respective users of the respective goods or services;
- (c) The physical nature of the goods or acts of service;
- (d) The respective trade channels through which the goods or services reach the market;
- (e) In the case of self-serve consumer items, where in practice they are respectively found or likely to be, found in supermarkets and in particular whether they are, or are likely to be, found on the same or different shelves;
- (f) The extent to which the respective goods or services are competitive. This inquiry may take into account how those in trade classify goods, for instance whether market research companies, who of course act for industry, put the goods or services in the same or different sectors.

17. In *Gérard Meric v Office for Harmonisation in the Internal Market*, Case T- 133/05, the General Court (“GC”) stated that:

“29. In addition, the goods can be considered as identical when the goods designated by the earlier mark are included in a more general category, designated by trade mark application (Case T-388/00 *Institut fur Lernsysteme v OHIM- Educational Services (ELS)* [2002] ECR II-4301, paragraph 53) or where the goods designated by the trade mark application are included in a more general category designated by the earlier mark.”

18. Aside from a brief comment as to the dissimilarity of the goods and services in its counterstatement, I have no submissions in respect of the goods and services comparison from the applicant. As for the opponent, I note that it made submissions in respect of the same. While I can confirm that I have taken these into account, I do not intend to discuss them in any detail.

#### Class 9

*Smart watches; smartwatches; wearable communications devices in the form of wristwatches.*

19. Both of the opponent's specifications include the term "smartwatches". Such a term is either self-evidently identical to the above goods or is broad enough to cover them. As a result, if the goods are not self-evidently identical then they are identical under the principle outlined in *Meric*.

*Smartbands; smart bracelets.*

20. The opponent's specifications include the term "smartbands". This is self-evidently identical to the same term in the applicant's specification. In addition, I am of the view that a smartband describes the same goods as a smart bracelet, i.e. some smart device that is worn on the wrist. Therefore, I find that these terms are also identical.

*Watchbands that communicate data to smartphones; watchbands that communicate data to other electronic devices.*

21. The above goods are either a type of smartwatch or smartband. Given that both of the opponent's marks' specifications include "smartwatches" and "smartbands", I am of the view that the above terms of the applicant will fall within one of the

opponent's terms. As a result, I find that these goods are identical under the principle outlined in *Meric*.

*Chargers for mobile phones; smartphone battery chargers.*

22. "Battery chargers" appears in both of the opponent's marks' specifications. This term is broad enough to cover chargers for mobile phones/smartphones. As a result, I find that these goods are identical under the principle outlined in *Meric*.

*Smartphone camera lenses.*

23. "Camera lenses" appears in both of the opponent's marks' specifications. This term is broad enough to cover camera lenses used in smartphones. As a result, I find that these goods are identical under the principle outlined in *Meric*.

*Holders adapted for mobile phones; stands adapted for mobile phones;*

24. The above terms are accessories for mobile phones. Both of the opponent's specifications include the term "accessories for mobile phones and smart phones". As a result, I find that the applicant's goods are those that fall within the broader term of the opponent. These goods are, therefore, identical under the principle outlined in *Meric*.

*Stands adapted for tablet computers.*

25. The opponent's specifications include the term "stands for tablet computers". While worded slightly differently, this term describes the same goods as the above goods of the applicant. As such, these goods are identical.

*Protective cases for mobile phones; protective covers for smartphones; protective films adapted for smartphones; phone cases; cases for smartphones; covers for smartphones; flip covers for smart phones; tempered glass screen protectors for smartphones; waterproof cases for smart phones.*

26. Both of the opponent's specifications include the term "digital electronic components and accessories, namely, holsters, carrying cases, and fitted plastic films known as skins for covering and providing a scratch proof barrier or protection specifically designed for [...] mobile phones". The wording of this term is such that it covers all of the different types of cases/screen protector goods of the applicant. As a result, I find that the applicant's terms all fall within the broader term of the opponent. These goods are, therefore, identical under the principle outlined in *Meric*.

#### Class 14

*Bands for watches; watch straps made of metal or leather or plastic; watch straps of nylon; watchbands; watchstraps.*

27. The above goods are all different types of straps/bands for watches. Given that the opponent's second mark includes the terms "straps for wrist watches" and "watch bands", I find that the above goods of the applicant are all identical under the principle outlined in *Meric* with the opponent's goods.

*Watch chains.*

28. The above term appears identically in the opponent's second mark's specification. Such goods are self-evidently identical.

*Bangles; bracelets.*

29. The above goods are types of jewellery. The opponent's second mark's specification includes the term "jewellery" meaning that these goods are identical under the principle outlined in *Meric*.

*Cases adapted to contain watches; cases [fitted] for watches;*

30. I am of the view that the more likely interpretation of the above terms is that of cases used for storing or presenting watches. In this context, I note that the opponent's second mark's specification includes the term "cases for watches [presentation]". Alternatively, if the above terms are construed as meaning parts used in the making of watches, then I note that the opponent's second mark's specification also includes the term "cases for [...] watchmaking". In either scenario, I am of the view that the terms are either self-evidently identical because they describe the same goods or identical under the principle outlined in *Meric* because the opponent's terms encompass the applicant's terms (or vice versa).

*Watch casings.*

31. Unlike the terms assessed in the preceding paragraph, I do not consider it up for debate that "watch casings" is a part or fitting for a watch. As a result, I consider that this term is identical (either self-evidently or under the principle outlined in *Meric*) with the term "cases for [...] watchmaking" in the opponent's second mark's specification.

*Watch boxes.*

32. As far as I am aware, a watch box can also be described as a watch case for storage and/or presentation purposes. As a result, I find that the above term of the applicant describes the same goods as "cases for watches [presentation]" in the

opponent's second mark's specification. These goods are, therefore, self-evidently identical.

*Key chains.*

33. I am of the view that the plain reading of the above term is that it includes goods that would otherwise be described as key rings. As the opponent's second mark's specification includes "key rings [trinkets or fobs]", I am of the view that these goods are identical on the basis that they describe the same goods. Alternatively, if I am wrong to find identity then I consider that these goods are highly similar as they overpay in nature, method of use, purpose, trade channels and user.

*Watch clasps.*

34. The above term is a part of a watch. I note that the opponent's second mark's specification not only includes the term "wrist watches" but also the cover-all term of "parts and fittings for all the aforesaid goods" at the end of its class 14 list of goods. Therefore, the opponent's second mark is protected for parts of watches including watch clasps. Therefore, I find that the above term of the applicant is encompassed by the opponent's goods meaning that they are identical under the principle outlined in *Meric*.

*Wristwatches.*

35. As alluded to above, the opponent's second mark's specification includes the term "wrist watches". This is self-evidently identical to the above term of the applicant.

36. I note that my assessment of the class 14 goods focused solely on the opponent's second mark. This was because the opponent's first mark is not protected for any class 14 goods. That being said, goods being in different classes does not mean

that they cannot be similar.<sup>2</sup> For the sake of completeness, I will consider the applicant's class 14 goods against the goods and services in the opponent's first mark's specification.

*Wristwatches.*

37. While a wristwatch in class 14 does not cover "smartwatches" in class 9 in the opponent's first mark's specification (or vice versa), I do consider that there exists some similarity between them. I appreciate that the nature of the goods and the method in which they are used does not directly overlap, however, they are both goods that are small devices that are worn on the wrist meaning that there is some degree of overlap in these factors. As for purpose, while smartwatches have a number of other functionalities, both sets of goods are capable of being used to tell the time meaning that there is some overlap here. Turning to user, both goods will be aimed at the general public at large. On this point, I am of the view that the goods may also be competitive to one another as a user may choose a wrist watch over a smart watch or vice versa. Lastly, in respect of trade channels, I am of the view that it is becoming common in the trade for traditional watch manufacturers to branch out by producing and selling watches with advanced functionalities that would be described as smart watches. Therefore, I consider that there is an overlap in trade channels between these goods.

38. Taking all of the above into account, I am of the view that while there are numerous overlaps in the relevant factors, not all overlaps are particularly direct. As such, I consider the varying degrees of overlaps of multiple factors is sufficient to give rise to a finding that these goods are similar to a medium degree.

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<sup>2</sup> See Section 60A of the Act.

*Bands for watches; watch chains; watch straps made of metal or leather or plastic; watch straps of nylon; watchbands; watchstraps.*

39. I note that the opponent's first mark's specification includes the terms "smartwatches" and "parts and fittings for all of the aforesaid goods". While it could be argued that the parts and fittings for smartwatches includes bands, chains or straps, I do not consider this to be the case. In my view, parts and fittings for smartwatches are likely to cover internal or external component parts for smartwatches not bands, chains and straps. I say this because bands, chains and straps are, regardless of what they are to be used on, reserved for class 14, not class 9. On this point, I appreciate that the Nice Classification explanatory note for class 14 goods expressly sets out that it excludes smartwatches, it does not exclude bands, chains or straps for smartwatches. Therefore, I am of the view that the above goods of the applicant are capable of being applied to or used in conjunction with smartwatches. As a result, I am of the view that the relevant comparison here is not between parts and fittings for smartwatches but the term "smartwatches" itself.

40. While the nature, method of use and purpose of the above goods differ to those of "smartwatches", I consider that the user and trade channels overlap. I say this because a user of a smartwatch is also likely to buy a strap, band or chain for the same. Further, I consider it reasonable to suggest that a producer of smartwatches is also likely to produce and sell its own range of straps, bands or chains. In addition, I consider that there is a degree of complementarity between these goods. This is on the basis that straps, bands or chains are important to the smartwatch (as without one, the user would not be able to wear the smartwatch as intended) and this relationship is such that consumers would believe that one undertaking was responsible for both sets of goods.<sup>3</sup> Taking all of this into account, I am of the view that the above goods are similar to a medium degree with "smartwatches".

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<sup>3</sup> *Boston Scientific Ltd v Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM)*, Case T-325/06

*Watch casings; watch clasps.*

41. The above goods are different parts for watches. The opponent's goods in class 9 (being those highlighted in the preceding paragraph) cover parts and fittings for smartwatches. The goods are not identical because the above terms of the applicant are for ordinary wristwatches, not smartwatches. That being said, I consider that there is a degree of similarity between them. I say this because despite being used on different types of watches, the nature and method of use will be the same, so too will the purpose as the aim of both sets of goods is to be used as a part of a watch. Further, I am of the view that the same undertakings will produce and sell both parts and fittings for smartwatches and for ordinary watches, especially when you take into account what I have said above in that producers of traditional watches are likely to operate in the smartwatch market. Taking all of this into account, I am of the view that there exists a high degree of similarity between these goods.

*Cases adapted to contain watches; cases [fitted] for watches.*

42. If the above goods are construed as parts of watches then the assessment in the preceding paragraph can be said to apply here, namely that they are highly similar with "parts and fittings" for "smartwatches". However, if they are meant to be read as cases for storing or presenting watches then that finding does not apply. That being said, I consider that these goods are still similar to a degree with the term "smartwatches". I say this because the comparison of such goods can follow a similar reasoning to that set out at paragraphs 39 and 40 above, namely that they overlap in trade channels and user. While I appreciate that I found complementarity between the goods assessed at paragraphs 39 and 40 above, I do not consider that applies here. This is on the basis that I do not consider that a case for storing a watch is particularly important to a smartwatch, or vice versa. Therefore, I see no reason why there would be a complementary relationship between these goods.

Taking all of this into account, I am of the view that these goods are similar to a low degree.

*Watch boxes.*

43. Following the same reasoning discussed in the latter part of the preceding paragraph, I find that the above goods are similar to a low degree with “smartwatches” on the basis that they overlap in trade channels and user.

*Bangles; bracelets.*

44. As goods in class 14, I consider that the above terms can all be considered as types of jewellery. While the opponent’s first mark’s specification does not consist of any goods that can be said to be similar to jewellery, it does include the term “retail and online retail services in relation to [...] jewellery” in its class 35 list of services. On this point, I refer to the case of *Oakley, Inc v OHIM*, Case T-116/06 wherein, at paragraphs 46 to 57, the GC held that although retail services are different in nature, purpose and method of use to goods, retail services for particular goods may be complementary to those goods, and distributed through the same trade channels, and therefore similar to a degree. I also refer to the case of *Tony Van Gulck v Wasabi Frog Ltd*, Case BL O/391/14, wherein Mr Geoffrey Hobbs Q.C. as the Appointed Person reviewed the law concerning retail services vs. goods. He said (at paragraph 9 of his judgment) that:

“9. The position with regard to the question of conflict between use of **BOO!** for handbags in Class 18 and shoes for women in Class 25 and use of **MissBoo** for the Listed Services is considerably more complex. There are four main reasons for that: (i) selling and offering to sell goods does not, in itself, amount to providing retail services in Class 35; (ii) an application for registration of a trade mark for retail services in Class 35 can validly describe the retail services for which protection is requested in general terms; (iii) for the purpose of

determining whether such an application is objectionable under Section 5(2)(b), it is necessary to ascertain whether there is a likelihood of confusion with the opponent's earlier trade mark in all the circumstances in which the trade mark applied for might be used if it were to be registered; (iv) the criteria for determining whether, when and to what degree services are '*similar*' to goods are not clear cut."

45. However, on the basis of the European courts' judgments in *Sanco SA v OHIM*, Case C-411/13P and *Assembled Investments (Proprietary) Ltd v. OHIM*, Case T-105/05, at paragraphs [30] to [35] of the judgment, upheld on appeal in *Waterford Wedgwood Plc v. Assembled Investments (Proprietary) Ltd* Case C-398/07P, Mr Hobbs concluded that:

i) Goods and services are not similar on the basis that they are complementary if the complementarity between them is insufficiently pronounced that, from the consumer's point of view, they are unlikely to be offered by one and the same undertaking;

ii) In making a comparison involving a mark registered for goods and a mark proposed to be registered for retail services (or vice versa), it is necessary to envisage the retail services normally associated with the opponent's goods and then to compare the opponent's goods with the retail services covered by the applicant's trade mark;

iii) It is not permissible to treat a mark registered for 'retail services for goods X' as though the mark was registered for goods X;

iv) The General Court's findings in *Oakley* did not mean that goods could only be regarded as similar to retail services where the retail services related to exactly the same goods as those for which the other party's trade mark was registered (or proposed to be registered).

46. In light of the case law and principles outlined above, I am of the view that the opponent's retail services overlap in user and trade channels with the applicant's jewellery goods. Clearly, a user looking to buy jewellery will seek the retail of the same and, further, it is common in the trade for the producer of jewellery to also offer its goods via its own retail services, be that online or via their own branded stores. The goods and services are plainly important to one another in the eyes of the consumers and they are likely to believe that the responsibility for the goods and the retail of the same lies with the same undertaking. The goods and services are, therefore, complementary in the way described by the case law (see *Boston*, cited above). While the goods and services differ in nature, method of use and purpose, the above overlaps are sufficient to give rise to a finding that they are similar to a medium degree.

*Key chains.*

47. While a key chain may not fall within the category of jewellery, I remind myself that the case law (which I have discussed above) does not require that retail services cover the retail of identical goods in order for there to be similarity between them. In my view, a producer of key chains is also likely to produce jewellery and sell them via its own retail outlets. As such, I consider that there is an overlap in trade channels between "key chains" and "retail and online retail services in relation to [...] jewellery". In addition, there is an overlap in user as both the goods and services are likely to be selected by the same consumer. Lastly, I appreciate that I have found a degree of complementarity between the goods and retail services assessed in the preceding paragraph. However, I do not necessarily consider that this applies here. This is because a key chain is not important or indispensable to the retail of jewellery. Taking all of this into account, I consider that these goods and services are similar to a low degree.

## **The average consumer and the nature of the purchasing act**

48. As the case law set out above indicates, it is necessary for me to determine who the average consumer is for the respective parties' goods. I must then decide the manner in which these goods are likely to be selected by the average consumer in the course of trade. In *Hearst Holdings Inc, Fleischer Studios Inc v A.V.E.L.A. Inc, Poeticgem Limited, The Partnership (Trading) Limited, U Wear Limited, J Fox Limited*, [2014] EWHC 439 (Ch), Birss J. (as he then was) described the average consumer in these terms:

“60. The trade mark questions have to be approached from the point of view of the presumed expectations of the average consumer who is reasonably well informed and reasonably circumspect. The parties were agreed that the relevant person is a legal construct and that the test is to be applied objectively by the court from the point of view of that constructed person. The words “average” denotes that the person is typical. The term “average” does not denote some form of numerical mean, mode or median.”

49. For the most part, the goods and services at issue are those that will be selected by members of the general public at large. However, I consider that some of the goods (such as parts for watches) are those that are likely sought by professional users in the watch making business. Those goods sought by members of the general public will be available via retailers (be that general retailers or specialist tech or watch retailers) and their online equivalents. In stores, the goods will be displayed on shelves where they will be self-selected by the consumer. A similar approach will apply to goods selected online as the consumer will select them after having seen an image of them on a website. As for the professional user, I consider that the goods will be available direct from the producer, be that via physical or online stores. The selection process for such goods will be the same as that discussed for the goods aimed at the general public. As for the retail services, these are likely to be selected having considered, for example, promotional

material (in hard copy or online) or signage appearing on the high street. Regardless of what goods and services are being selected, I consider that the selection process will be primarily visual but I do not discount an aural component playing a role by way of word of mouth recommendations or advice from sales assistants.

50. The frequency of selection and cost of the goods and services at issue will vary somewhat. For example, watch straps and watch parts may be low-cost goods with the former being selected by members of the general public on a relatively infrequent basis and the latter being selected by professional users on a much more frequent basis. On the other end of the scale, some traditional watches or smartwatches can be expensive goods that are selected very infrequently or even as one-off selections. The factors under consideration will depend on what goods/services are being selected. It is not necessary to go over each and every selection process for the goods and services at issue but I note, for example, that when selecting watch straps, the consumer will consider factors such as fit, style and materials used whereas for watch parts, the consumer will consider factors such as compatibility to the watch itself. In respect of watches and smartwatches, I appreciate that some of these goods may be expensive, however, it is my view that regardless of the price, ordinary factors such as the materials used, style and features (such as whether the watch has any complications or what additional features the smartwatch offers) will still be considered. As for the services, these will be selected after the consumer gives consideration to factors such as stock, delivery methods and price of goods. While the costs and frequency of selection may differ, I consider that the average consumer is likely to pay a medium degree of attention when selecting any of the goods and services at issue.

### **Comparison of the marks**

51. It is clear from *Sabel v Puma AG* (particularly paragraph 23) that the average consumer normally perceives a trade mark as a whole and does not proceed to

analyse its various details. The same case also explains that the visual, aural and conceptual similarities of the trade marks must be assessed by reference to the overall impressions created by the trade marks, bearing in mind their distinctive and dominant components.

52. The CJEU stated at paragraph 34 of its judgment in Case C-591/12P, *Bimbo SA v OHIM*, that:

“... it is necessary to ascertain, in each individual case, the overall impression made on the target public by the sign for which registration is sought, by means of, inter alia, an analysis of the components of a sign and of their relative weight in the perception of the target public, and then, in the light of that overall impression and all factors relevant to the circumstances of the case, to assess the likelihood of confusion.”

53. It would be wrong, therefore, to artificially dissect the trade marks, although it is necessary to take into account the distinctive and dominant components of the marks and to give due weight to any other features which are not negligible and therefore contribute to the overall impressions created by the marks.

54. The respective trade marks are shown below:

The opponent's marks	The applicant's mark
<p style="text-align: center;">AMZ ("the opponent's first mark")</p> <p style="text-align: center;">AMAZON ("the opponent's second mark")</p>	<p style="text-align: center;">Amzhero</p>

55. I have comments in respect of the similarity of the marks from both parties. I can confirm I have taken these into account and while I do not intend to reproduce them in full here, I will, where necessary, discuss them further below.

### Overall Impression

56. The applicant's mark is a word only mark that consists solely of the element 'Amzhero'. The opponent submits that this will be broken down by consumer to the elements 'Amz' and 'hero'. While 'Amz' has no obvious meaning, 'hero' does and consumers will identify that element within the mark as a whole. I agree with the opponent that consumers will perceive the mark as the conjoining of two elements, being 'Amz' and the well-known word 'hero'. While this may be the case, I do not consider that either element dominates the other and, instead, the overall impression will reside in the mark as a whole.

57. The opponent's marks are word only marks. The first consists of the element 'AMZ' and the second consists of the element 'AMAZON'. Neither mark has any other element that may contribute to their overall impressions, which lie in the sole elements themselves.

### Visual Comparison

#### *The opponent's first mark and the applicant's mark*

58. Visually, these marks share the letters 'AMZ'/'Amz', which sit at the beginning of the applicant's mark and is the sole element of the opponent's mark. The marks differ in the presence of 'hero', which comes after the shared element in the applicant's mark. The applicant argues that because the opponent's mark is short and that the shorter a sign is, the more readily its individual elements and differences to other marks are noticed. While I appreciate this point, I remind myself that there is no special test which applies to the comparison of 'short' marks and

that marks must be assessed in the normal way.<sup>4</sup> In the present case, I accept that 'Amz' is short but the beginnings of the marks are identical and, as per *El Corte Inglés, SA v OHIM*, Cases T-183/02 and T-184/02, this tends to be where consumers focus.. Taking all of this into account, I am of the view that the marks are similar to between a medium and high degree.

*The opponent's second mark and the applicant's mark*

59. The point of visual similarity between these marks comes in the letters 'A-M' at the beginning of both marks. The remaining elements of both marks differ. On this point, I appreciate that the marks may also share some other letters, being 'Z' and 'O', they sit at different points in the marks or are subsumed in the body of the marks as wholes. Further, I am of the view that consumers will not dissect the marks to such a point that they would draw out any shared letters and consider them as actual points of visual similarity. Taking all of this into account and upon considering both marks as wholes, I am of the view that they are visually similar to a low degree.

Aural Comparison

*The opponent's first mark and the applicant's mark*

60. Aurally, the opponent's mark will either be pronounced as individual letters, being 'A-M-Z', or as the word 'amz'. The applicant's mark will, in my view, follow a similar finding. I say this because consumers who pronounce the opponent's mark as 'A-M-Z' are likely to pronounce the applicant's mark as 'A-M-Z-HE-ROW'. Alternatively, if they pronounced 'AMZ' as a word, they are likely to pronounce the applicant's mark as 'AMZ-HE-ROW'. Either way, the marks share identical beginnings from an aural perspective (being three syllables of identity if

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<sup>4</sup> See paragraph 44 of *BOSCO*, BL O/301/20

pronounced as the letters or one if pronounced as a word) but differ in the last two syllables in the applicant's mark. Bearing in mind what I have said about beginnings of marks above, I am of the view that these marks are aurally similar to between a medium and high degree.

#### *The opponent's second mark and the applicant's mark*

61. As above, the applicant's mark will either be pronounced as 'AMZ-HE-ROW' or as 'A-M-Z-HE-ROW'. The opponent's mark consists of three syllables that will be pronounced as 'AM-UH-ZON'. The opponent's best case in respect of aural similarity lies in a comparison between 'AM-UH-ZON' and 'AMZ-HE-ROW'. In this scenario, the beginning syllables of the marks are similar in the pronunciation of the 'AM' sound. All other syllables in both marks differ entirely. While there is a point of similarity in the beginning of the marks, the differences created by the remaining syllables are significant and, in my view, result in a finding that the marks are aurally similar to a low degree.

#### Conceptual Comparison

62. The opponent's argument as to conceptual similarity is based on a claim that 'AMZ' is a commonly used abbreviation of 'Amazon' and that 'Amzhero' will be seen as a reference to the opponent. I disagree for two reasons. Firstly, there is nothing before me to suggest that 'AMZ' would be understood in this way and, second, conceptual comparisons are to be based on the inherent meanings of the marks at issue not on their claimed reputation. On this point, I refer to the case of *Ravensburger AG v OHIM*, Case T-243/08 wherein the GC stated:

"27.... The reputation of an earlier mark or its particular distinctive character must be taken into consideration for the purposes of assessing the likelihood of confusion, and not for the purposes of assessing the similarity of the marks in question, which is an assessment made prior to that of the likelihood of

confusion (see, to that effect, judgment of 27 November 2007 in Case T-434/05 Gateway v OHIM – Fujitsu Siemens Computers (ACTIVY Media Gateway), not published in the ECR, paragraphs 50 and 51).”

39. In *Retail Royalty Company v Harringtons Clothing Limited*, Phillip Harris, as the Appointed Person, considered the argument that the letters “AE” had, through their use, acquired an independent conceptual significance which would mean that the average consumer would always perceive them as meaning “AMERICAN EAGLE”.<sup>5</sup> He said:

“74. The Opponent is trying to equate reputation in a trade mark sense with conceptual meaning. They are not the same thing. Reputation can mean different things, and in trade mark law the term is sometimes used loosely, but in this context, it concerns the factual extent to which a sign is recognised by a significant part of the public as a *trade mark* [original emphasis].

75. In contrast conceptual meaning is, in simple terms, something akin to recognition in dictionaries (beyond a mere trademark acknowledgement) or a level of immediately perceptible notoriety/independent meaning, outside the confines of a purely trade mark context, of which judicial notice can be taken. Whilst a trade mark’s reputation might evolve or be converted into a conceptual meaning (possibly to its detriment in terms of genericity), it needs to be properly proven.

76. It is true that there are cases where an extensive reputation has been parlayed into conceptual meaning (for example C-361/04 P *PICASSO/PICARO* and C-449/18 *MESSI*) but these are the exception rather than the rule and depend on their own facts. Furthermore, the “reputation” element in those cases related to the fame attached to the names of the individuals for their roles in

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<sup>5</sup> BL O/593/20.

society, rather than specifically to a trade mark function. In other words, it was a different sort of reputation.”

63. Accordingly, it is not correct to attribute to the opponent’s marks a ‘brand’ meaning.

*The opponent’s first mark and the applicant’s mark*

64. The opponent’s mark, being ‘AMZ’, will be understood as either an initialism of three letters with no obvious meaning or a made-up word with no obvious meaning. As for the applicant’s mark, I have set out above that this will be understood as the elements ‘Amz’ and ‘hero’. ‘Amz’ will be understood in the same way as described in relation to the opponent’s mark. As for ‘hero’, this will have a well-known meaning to UK consumers, being a person who is either *distinguished by exceptional courage, nobility or fortitude* or one who is *idealised for possessing superior qualities in any field*. In addition, the word will have a meaning in classic mythology as a *being of extraordinary strength and courage, often the offspring of a mortal and a god, who is celebrated for his exploits*.<sup>6</sup> When the mark is viewed as a whole, I do not consider that the combination of these two elements will carry any obvious meaning. Saying that, the concept carried by the ‘hero’ element will carry through and still be an identifiable concept associated with the mark.

65. In comparing these marks, I do not consider that the shared use of ‘Amz’ is capable of being compared conceptually because it carries no meaning. However, the ‘hero’ element acts as a point of conceptual difference. As a result, I am of the view that the marks are conceptually dissimilar.

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<sup>6</sup> All definitions are taken from <https://www.collinsdictionary.com/dictionary/english/hero>.

### *The opponent's second mark and the applicant's mark*

66. The applicant's mark will be understood as above, namely one that carries an unknown meaning but does make some reference to the concept of a hero. The opponent's mark on the other hand, will be understood as a reference to the Amazon River, the Amazon rainforest, *a mythological race of women warriors of Scythia* or a *tall, strong or aggressive woman*.<sup>7</sup> Regardless of what concept is attributed to the opponent's mark, it differs from that of the applicant's mark. Therefore, these marks are conceptually dissimilar.

### **Distinctive character of the opponent's marks**

67. In *Lloyd Schuhfabrik Meyer & Co. GmbH v Klijsen Handel BV*, Case C-342/97 the CJEU stated that:

“22. In determining the distinctive character of a mark and, accordingly, in assessing whether it is highly distinctive, the national court must make an overall assessment of the greater or lesser capacity of the mark to identify the goods or services for which it has been registered as coming from a particular undertaking, and thus to distinguish those goods or services from those of other undertakings (see, to that effect, judgment of 4 May 1999 in Joined Cases C-108/97 and C-109/97 *Windsurfing Chiemsee v Huber and Attenberger* [1999] ECR I-0000, paragraph 49).

23. In making that assessment, account should be taken, in particular, of the inherent characteristics of the mark, including the fact that it does or does not contain an element descriptive of the goods or services for which it has been registered; the market share held by the mark; how intensive, geographically widespread and long-standing use of the mark has been; the amount invested

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<sup>7</sup> All definitions are taken from <https://www.collinsdictionary.com/dictionary/english/amazon>.

by the undertaking in promoting the mark; the proportion of the relevant section of the public which, because of the mark, identifies the goods or services as originating from a particular undertaking; and statements from chambers of commerce and industry or other trade and professional associations (see *Windsurfing Chiemsee*, paragraph 51).”

68. Registered trade marks possess varying degrees of inherent distinctive character, perhaps lower where a mark may be suggestive or allusive of a characteristic of the goods or services for which it is registered, ranging up to those with high inherent distinctive character, such as invented words which have no allusive qualities. The distinctiveness of a mark can be enhanced by virtue of the use made of it. In the present case, the opponent has not expressly pleaded that its marks enjoy enhanced degrees of distinctive character. However, it has filed evidence of use. While it is ordinarily incumbent upon me to consider that use in order to determine whether it can be said to enhance the distinctiveness of the opponent's marks, I do not consider the evidence filed is of any assistance to either of the marks relied upon in respect of the present ground. My reasons follow.

69. In respect of the first mark, I note that the evidence before me focuses solely on the 'AMAZON' brand. The opponent's position that 'AMZ' will be understood as a commonly used abbreviation of AMAZON and that it is the stock symbol for AMAZON on the Frankfurt Stock Exchange. However, there is no evidence to support these points and, in respect of the latter, the issue of distinctiveness stems from the awareness of the UK consumer and, as far as I am aware, the average consumer in the UK is not aware of the stock symbols on the Frankfurt Stock Exchange, being in Germany. As a result, I do not consider evidence of use under the 'AMAZON' brand is capable of pointing to use of the 'AMZ' mark.

70. As for the second mark, I note that under the present ground, the opponent relies only on goods in classes 9 and 14 in its second mark's specification. Having considered the evidence in full, I note that it relates to its retail services as opposed

to the actual goods it produces under its own brand or sub-brands. As such, the evidence before me is not capable of supporting any finding that the opponent's second mark enjoys any degree of enhanced distinctive character. I note that the opponent does rely on class 35 services under the section 5(3) ground of this opposition and while this will be relevant at that point, it is of no assistance here.

71. I turn now to consider the inherent distinctiveness of the marks relied upon.

72. The opponent's first mark is 'AMZ'. If this is perceived as an initialism, I am of the view that while it may have an unknown meaning, consumers are unlikely to consider it remarkable from a trade mark perspective. I say this because use of short initialisms in trade marks are fairly commonplace. As a result, I consider that the opponent's first mark, in this scenario, will be attributed a medium degree of attention. Alternatively, if the mark is perceived as a word, then it will be as an invented one with no obvious meaning. While I appreciate that it is a word of just three letters in length, the perception of it being an invented word is such that I am of the view that its inherent distinctiveness will be high.

73. The opponent's second mark is the word 'AMAZON'. As set out above, this will have a clear meaning. I am of the view that use of an ordinary and well-known word is not something that consumers would consider remarkable. As a result, I am of the view that the inherent position in respect of this mark is that it enjoys a medium degree of distinctive character.

### **Likelihood of confusion**

74. Confusion can be direct or indirect. Direct confusion involves the average consumer mistaking one mark for the other, while indirect confusion is where the average consumer realises the marks are not the same but puts the similarity that exists between the marks and the goods and services down to the responsible undertakings being the same or related. There is no scientific formula to apply in

determining whether there is a likelihood of confusion; rather, it is a global assessment where a number of factors need to be borne in mind. The first is the interdependency principle i.e. a lesser degree of similarity between the respective trade marks may be offset by a greater degree of similarity between the respective goods and services and vice versa. As I mentioned above, it is necessary for me to keep in mind the distinctive character of the opponent's marks, the average consumer for the goods and the nature of the purchasing process. In doing so, I must be alive to the fact that the average consumer rarely has the opportunity to make direct comparisons between trade marks and must instead rely upon the imperfect picture of them that he or she has retained in his or her mind.

75. I have found the applicant's goods to be identical to the goods in the opponent's second mark. As for the comparison against the goods and services in the opponent's first mark, I have found these to be identical or similar to varying degrees (ranging from high to low) with the applicant's goods. I have found the average consumer for the goods and services to be members of the general public at large or, in some instances, professional users such as watchmakers who will select the goods with primarily visual considerations (though I do not discount the aural component). In respect of the level of attention paid, I have found that the consumer will pay a medium degree of attention. In respect of the similarity of the marks at issue, I have found the applicant's mark to be visually and aurally similar to between a medium and high degree with the opponent's first mark and visually and aurally similar to a low degree with the opponent's second mark. In respect of the conceptual comparison, I have found the applicant's mark to be dissimilar to both of the opponent's marks (although I appreciate that the shared element of 'AMZ' between the applicant's mark and the opponent's first mark is a point of conceptual neutrality). Lastly, the opponent's first mark is inherently distinctive to a high degree and the opponent's second mark is inherently distinctive to a medium degree.

76. Taking all of the above into account and even bearing in mind the principle of imperfect recollection, I am of the view that consumers will be able to accurately discern the differences between the marks and use those differences to accurately recall which mark was which. I say this regardless of whether the consumer is confronted with the highly distinctive mark 'AMZ' or the less distinctive 'AMAZON' mark. I appreciate that there is a degree of similarity between the marks due to the shared use of the 'AMZ' element in the opponent's first mark and the letters 'A-M-Z-O' (albeit the 'Z' and 'O' appear at different locations) in its second mark. However, consumers would not overlook the presence of the 'hero' element in the applicant's mark. In addition and in respect of the opponent's second mark, consumers will notice that the shared letters are used to form an entirely separate word to that of 'Amzhero'. In making this finding, I appreciate that consumers tend to focus on the beginnings of marks, however, similar beginnings are not always important or decisive when it comes to consideration of confusion.<sup>8</sup> Consequently, I do not consider that there exists a likelihood of direct confusion between the marks at issue, even when viewed on identical goods.

77. I now turn to consider indirect confusion. In doing so, I remind myself of the case of *L.A. Sugar Limited v By Back Beat Inc*, BL O/375/10, wherein Mr Iain Purvis Q.C., as the Appointed Person, explained that:

"16. Although direct confusion and indirect confusion both involve mistakes on the part of the consumer, it is important to remember that these mistakes are very different in nature. Direct confusion involves no process of reasoning – it is a simple matter of mistaking one mark for another. Indirect confusion, on the other hand, only arises where the consumer has actually recognized that the later mark is different from the earlier mark. It therefore requires a mental process of some kind on the part of the consumer when he or she sees the later mark, which may be conscious or subconscious but, analysed in formal terms,

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<sup>8</sup> *CureVac GmbH v OHIM*, T-80/08

is something along the following lines: 'The later mark is different from the earlier mark, but also has something in common with it. Taking account of the common element in the context of the later mark as a whole, I conclude that it is another brand of the owner of the earlier mark'.

17. Instances where one may expect the average consumer to reach such a conclusion tend to fall into one or more of three categories:

(a) where the common element is so strikingly distinctive (either inherently or through use) that the average consumer would assume that no-one else but the brand owner would be using it in a trade mark at all. This may apply even where the other elements of the later mark are quite distinctive in their own right ('26 RED TESCO' would no doubt be such a case).

(b) where the later mark simply adds a non-distinctive element to the earlier mark, of the kind which one would expect to find in a sub-brand or brand extension (terms such as 'LITE', 'EXPRESS', 'WORLDWIDE', 'MINI' etc.).

(c) where the earlier mark comprises a number of elements, and a change of one element appears entirely logical and consistent with a brand extension ('FAT FACE' to 'BRAT FACE' for example)".

78. Further, I note the case of *Liverpool Gin Distillery Ltd & Ors v Sazerac Brands, LLC & Ors* [2021] EWCA Civ 1207, wherein Arnold LJ referred to the comments of James Mellor Q.C. (as he then was), sitting as the Appointed Person in *Cheeky Italian Ltd v Sutaria* (O/219/16), where he said at paragraph 16 that "a finding of a likelihood of indirect confusion is not a consolation prize for those who fail to establish a likelihood of direct confusion". Arnold LJ agreed, pointing out that there

must be a “proper basis” for concluding that there is a likelihood of indirect confusion where there is no likelihood of direct confusion.

79. In considering indirect confusion, I first wish to address the opponent’s second mark. I do so because, in my view, there is no rationale for a finding of a likelihood of indirect confusion. Firstly, use of shared letters that form the basis for two conceptually different words (one being made up, the other being a known word), is not something that consumers would consider so strikingly distinctive that only one undertaking would use those shared letters. Secondly, there is nothing to suggest that consumers would consider ‘Amzhero’ to include a change of/additional elements that would be viewed as logical indicators consistent with a brand extension or sub-brand of ‘AMAZON’ or vice versa. I appreciate that some consumers may see the letters ‘AMZ’ and call to mind ‘AMAZON’, however, this is mere association and not confusion.<sup>9</sup> Consequently, I do not consider that there exists a likelihood of indirect confusion between the applicant’s mark and the opponent’s second mark, even on identical goods.

80. Moving to consider the opponent’s first mark, I consider this is where its best case lies. I say this because the marks actually share the use of the ‘AMZ’ element. Regardless of whether consumers see the ‘AMZ’ element as a word or an initialism, I am of the view that they will believe the marks originate from the same or economically linked undertakings. I say this because when consumers view the applicant’s mark they will identify it as two elements, being ‘Amz’ and ‘hero’. Therefore, the shared use of the initial element will lead consumers to consider ‘AMZ’ to be the indicator of origin for the applicant’s mark. As this is the sole element of the opponent’s first mark, consumers will make the connection between them. As for the different element, being ‘hero’, I am of the view that this may be viewed as an indicator of a sub-brand of goods that provides additional features that may be perceived as *offering something extra*. This connection is likely to

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<sup>9</sup> *Duebros Limited v Heirler Cenovis GmbH*, BL O/547/17

relate to strength or another heroic quality. For example, the class 9 goods may offer stronger processing powers. In my view, such a connection would not be too dissimilar from one made when considering more ordinary sub-brand indicators such as 'PRO', 'PLUS' or 'EXTRA'. Taking all of this into account and even bearing in mind the comments of Mr Mellor Q.C. and Arnold LJ referenced above, I find that there exists a likelihood of indirect confusion between the parties' marks. In my view, given the identity of the initial element and the at least medium degree of distinctiveness of that shared element, I find that this applies even when the marks are confronted on goods/services that are only similar to a low degree.

81. My finding above means that the opposition succeeds in full. However, for the sake of completeness, I will proceed to consider the section 5(3) ground.

### **Section 5(3)**

82. Section 5(3) of the Act states:

“5(3) A trade mark which –

is identical with or similar to an earlier trade mark, shall not be registered if, or to the extent that, the earlier trade mark has a reputation in the United Kingdom (or, in the case of a European Union trade mark or international trade mark (EC), in the European Union) and the use of the later mark without due cause would take unfair advantage of, or be detrimental to, the distinctive character or repute of the earlier trade mark.”

83. The relevant case law can be found in the following judgments of the CJEU: Case C-375/97, *General Motors*, Case 252/07, *Intel*, Case C-408/01, *Adidas-Salomon*, Case C-487/07, *L'Oreal v Bellure*, Case C-323/09, *Marks and Spencer v Interflora*,

Case C383/12P, *Environmental Manufacturing LLP v OHIM*. The law appears to be as follows:

a) The reputation of a trade mark must be established in relation to the relevant section of the public as regards the goods or services for which the mark is registered; *General Motors, paragraph 24*.

(b) The trade mark for which protection is sought must be known by a significant part of that relevant public; *General Motors, paragraph 26*.

(c) It is necessary for the public when confronted with the later mark to make a link with the earlier reputed mark, which is the case where the public calls the earlier mark to mind; *Adidas Salomon, paragraph 29* and *Intel, paragraph 63*.

(d) Whether such a link exists must be assessed globally taking account of all relevant factors, including the degree of similarity between the respective marks and between the goods/services, the extent of the overlap between the relevant consumers for those goods/services, and the strength of the earlier mark's reputation and distinctiveness; *Intel, paragraph 42*

(e) Where a link is established, the owner of the earlier mark must also establish the existence of one or more of the types of injury set out in the section, or there is a serious likelihood that such an injury will occur in the future; *Intel, paragraph 68*; whether this is the case must also be assessed globally, taking account of all relevant factors; *Intel, paragraph 79*.

(f) Detriment to the distinctive character of the earlier mark occurs when the mark's ability to identify the goods/services for which it is registered is weakened as a result of the use of the later mark, and requires evidence of a change in the economic behaviour of the average consumer of the goods/services for which the earlier mark is registered, or a serious risk that

this will happen in future; *Intel, paragraphs 76 and 77* and *Environmental Manufacturing, paragraph 34*.

(g) The more unique the earlier mark appears, the greater the likelihood that the use of a later identical or similar mark will be detrimental to its distinctive character; *Intel, paragraph 74*.

(h) Detriment to the reputation of the earlier mark is caused when goods or services for which the later mark is used may be perceived by the public in such a way that the power of attraction of the earlier mark is reduced, and occurs particularly where the goods or services offered under the later mark have a characteristic or quality which is liable to have a negative impact of the earlier mark; *L'Oreal v Bellure NV, paragraph 40*.

(i) The advantage arising from the use by a third party of a sign similar to a mark with a reputation is an unfair advantage where it seeks to ride on the coat-tails of the senior mark in order to benefit from the power of attraction, the reputation and the prestige of that mark and to exploit, without paying any financial compensation, the marketing effort expended by the holder of the mark in order to create and maintain the mark's image. This covers, in particular, cases where, by reason of a transfer of the image of the mark or of the characteristics which it projects to the goods identified by the identical or similar sign, there is clear exploitation on the coat-tails of the mark with a reputation (*Marks and Spencer v Interflora, paragraph 74* and *the court's answer to question 1 in L'Oreal v Bellure*).

84. Under the present ground, the opponent relies only on its second mark, being the word only mark 'AMAZON. It claims to enjoy a reputation in all of the goods and services for which that mark is registered, being those set out in Annex 3 of this decision. For the remainder of this ground, I will refer to the opponent's second mark as, simply, the opponent's mark.

85. The conditions of section 5(3) are cumulative. Firstly, the opponent must show that the marks are similar.<sup>10</sup> Secondly, the opponent must show that its mark has achieved a level of knowledge/reputation amongst a significant part of the public. Thirdly, it must be established that the level of reputation and the similarities between the parties' marks will cause the public to make a link between them, in the sense of the earlier mark being brought to mind by the applicant's mark. Finally, assuming the first three conditions have been met, section 5(3) requires that one or more of the types of damage will occur. It is unnecessary for the purposes of section 5(3) that the goods and services be similar, although the relative distance between them is one of the factors which must be assessed in deciding whether the public will make a link between the marks.

## **Reputation**

86. Before getting into the evidence filed, I wish to make two points. First, in filing its counterstatement, the applicant did not expressly dispute the existence of a reputation in the opponent's mark. Secondly, I consider that 'AMAZON' is the type of mark that is so well-known that it would be permissible to accept, as a matter of judicial notice, that in respect of a wide range of online retail services, it has a very strong reputation.<sup>11</sup> Having said that, I do not consider that it is necessary for me to (1) take the lack of comment from the applicant as a concession as to reputation or (2) take judicial notice of the opponent's reputation. I say this because the evidence filed clearly points to a very large brand which runs a significant business operation in the UK. I do not intend to go over the evidence in minute detail but will, instead, summarise the most salient points below.

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<sup>10</sup> Given my findings under the section 5(2)(b) ground, I am satisfied that there is a degree of similarity between them.

<sup>11</sup> As per the case of *Chorkee Ltd v Cherokee Inc.*, Case BL O/048/08, I do not consider it to be a point that would cause any serious dispute to suggest as such.

87. The evidence confirms that the opponent's business began its retail operations in the UK in October 1998 with the launch of its website amazon.co.uk. The evidence shows that the 'AMAZON' mark has been consistently used on the website since that time.<sup>12</sup> According to web traffic and ranking analysis company 'Similarweb', the opponent's UK website ranked as the fifth most visited website on 1 December 2023.<sup>13</sup> While this data is from after the relevant date, I consider it reasonable to infer that this ranking would have been at a similar level prior to the relevant date. In support of this inference, I refer to the UK net sales figures that the opponent has provided which are as follows:<sup>14</sup>

<b>Period:</b>	<b>Net Sales (\$) – United Kingdom</b>
2013:	7.291 billion
2014:	8.341 billion
2015:	9.033 billion
2016:	9.547 billion
2017:	11.372 billion
2018:	14.524 billion
2019:	17.527 billion
2020:	26.483 billion
2021:	31.914 billion
2022:	30.073 billion
<b>Total:</b>	<b>166.105 billion</b>

88. In support of the above, the opponent has provided extracts from annual reports confirming the level of sales.<sup>15</sup> Clearly, the above net sales in the UK alone represent a staggering level of use.<sup>16</sup> I appreciate that there is no breakdown of what the net sales relate to, however, I note that the narrative evidence does

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<sup>12</sup> AM4

<sup>13</sup> AM5

<sup>14</sup> The figures provided for each year are confirmed as being the figures for those calendar years.

<sup>15</sup> AM8

<sup>16</sup> Even taking into account the lack of conversion from US dollars to British pounds

confirm that the opponent has used the 'AMAZON' brand extensively in connection with its retail services. On this point, I note that the evidence confirms that the goods sold on its UK website include those in classes 9 and 14 that the applicant's specification covers. Screenshots are provided in support of this that show goods such as smartwatches, phone and tablet holders/stands, phone cases, battery chargers and charging cables, watch straps, jewellery, watch boxes, key chains, watches and watch chains all listed for sale on its UK website.<sup>17</sup> While the printouts are from after the relevant date, I have no reason to doubt the narrative evidence which confirms that the opponent has sold these goods on its online retail store.

89. I appreciate that I have no way to determine with any degree of accuracy how much of the net sales discussed above relate to the relevant goods. On balance however, I am of the view that it is reasonable to infer that the level of sales associated with the relevant goods will still have been at a significant level.

90. I note that there is additional evidence provided in respect of a number of other points such as advertising spend, social media and brand rankings. I do not intend to discuss this in any great detail as I do not consider that it does much to advance the position of the opponent's brand given the evidence I've already discussed above. That being said, I will briefly discuss the following points:

- a. Global marketing figures are provided and these set out that between 2013 and 2022, the opponent spent over \$156 billion. I have no way to accurately determine how this relates to a UK-spend but given that during this same timeframe the opponent's sales in the UK stood at \$166 billion, it is reasonable to suggest that a significant amount of this can be said to relate to the relevant territory;

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<sup>17</sup> AM11

- b. Social media evidence has been provided in relation to a number of the opponent's global accounts. In respect of its UK focused Facebook account, I note that, as of 13 December 2023 (being after the relevant date), it had 5.6 million likes and 5.5 million followers;<sup>18</sup> and
- c. In respect of the opponent's ranking on a global scale, I note that the opponent has provided its standings amongst the world's most valuable companies for the years 2015 to 2023. According to the rankings provided by Brand Finance Global 500,<sup>19</sup> the opponent was considered the eighth most valuable company in the world before reaching number one in 2018, 2019, 2020 and 2023 (being placed second in 2021 and 2022).<sup>20</sup> There are other rankings from other third parties such as Interbrand and Forbes, amongst others. I do not intend to discuss these in any great detail save to say that they all place the opponent highly on various annual lists.

91. Taking all of the above into account, I find that the opponent's brand is one that will be instantly recognised by the majority of consumers in the UK as a very large online retail service. I consider that this level of awareness is such that the level of reputation enjoyed by the opponent's mark would be very strong. Given that the relevant goods and services at issue in the present case, I only consider it necessary to apply this finding to the following services relied upon:

"Online retail services in connection with sale of [...] jewellery, [...] horological and chronometric instruments, watches, wrist watches, clocks, [...] cases for watches [presentation], straps for wrist watches, watch bands, watch cases, watch chains, parts and fittings for all the aforesaid goods; online retail services in connection with sale of [...] smart phones, [...] smartbands, smart bracelets, smartwatches, [...] digital electronic components and accessories, namely,

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<sup>18</sup> AM10

<sup>19</sup> Being an annual report on the world's most valuable brands

<sup>20</sup> AM12

holsters, carrying cases, and fitted plastic films known as skins for covering and providing a scratch proof barrier or protection specifically designed for computers, [...] mobile phones.”

92. For the avoidance of doubt, I wish to point out that if my interpretation of the evidence is considered too broad and that this led to a generous finding of a very strong reputation in the above goods, I am of the view that this finding is something that I could reasonably have reached if I were to have taken judicial notice. I say this because, as already mentioned above, AMAZON is a brand that is so well-known for its only retail services that cover so many different goods. While I do not consider the wide retail services cover the sale of any and all goods, I do not consider it a serious point of dispute to suggest that a majority of UK-based consumers would be aware of its business operation in relation to ordinary consumer goods, being those types of goods covered by the terms granted a reputation above.

## **Link**

93. As noted above, my assessment of whether the public will make the required mental ‘link’ between the marks must take account of all relevant factors. The factors identified in *Intel* are:

The degree of similarity between the conflicting marks.

94. The parties’ marks are visually and aurally similar to a low degree and conceptually dissimilar.

The nature of the goods or services for which the conflicting marks are registered, or proposed to be registered, including the degree of closeness or dissimilarity between those goods or services, and the relevant section of the public.

95. For the most part, the reputed services of the opponent are services that cover the retail of the same goods that appear in the applicant's specification.<sup>21</sup> I do not intend to undertake another full goods and services comparison here but, instead, refer to my comparison at paragraphs 44 to 46 above wherein I considered the applicant's class 14 goods and the opponent's class 35 services. Granted those services were in the opponent's first mark's specification but I see no reason why that same logic wouldn't apply here. Therefore, following the same reasoning adduced in that assessment, I am of the view that the reputed services of the opponent share a medium degree of similarity with all bar one term in the applicant's specification as a result of overlaps in user and trade channels together with a degree of complementary between them. Briefly, the one term that is not similar to a medium degree is '*key chains*' in the applicant's specification. Following the comparison of that term I made at paragraph 47 above, I find that this term is only similar to a low degree with the opponent's reputed services.

The strength of the earlier mark's reputation.

96. I have found that the opponent's mark enjoys a very strong reputation.

The degree of the earlier mark's distinctive character, whether inherent or acquired through use.

97. Inherently, I have found the opponent's mark to be distinctive to a medium degree. While my assessment under the section 5(2)(b) ground as to enhanced distinctive character failed, this was because the opponent only relied on its mark in respect of class 9 and 14 goods, being those that are not covered in the evidence.<sup>22</sup> Under the present ground, however, the opponent relies on a much wider scope of goods and services. As such, and in light of the evidence before me, I find that the

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<sup>21</sup> On this point, even if the terms are not worded identically, I am of the view that the goods covered by the opponent's reputed retail services cover the same goods in classes 9 and 14 of the applicant's specification.

<sup>22</sup> At least insofar as the opponent's use of such goods under its own brand is concerned.

distinctiveness of the opponent's mark has been enhanced to a very high degree but only in respect of those same services to which the reputation applies (being those set out at paragraph 91 above)

#### Whether there is a likelihood of confusion

98. Under the section 5(2)(b) ground, I found that there is neither direct nor indirect confusion between the marks at issue. However, this finding was made in circumstances where the opponent's mark did not enjoy an enhanced degree of distinctiveness. As a result, I do not consider that the finding reached under the section 5(2)(b) ground is directly applicable to the situation under section 5(3). In considering the assessment in light of the very high degree of enhanced distinctiveness and very strong reputation enjoyed by the opponent's mark, I am of the view that consumers will be confused as to the commercial origin of the applicant's mark. I say this because even though I have found the marks to be similar to a low degree, I am of the view that upon seeing the element 'Amz' at the beginning of the applicant's mark, consumers would notice the shared lettering between that element and the very highly distinct word 'AMAZON'. In my view, consumers will consider the 'Amz' element (when compared with 'AMAZON') to be a shorthand reference to the reputed Amazon brand. Regardless of any impression created by the 'hero' element, I am of the view that consumers will believe that the applicant's mark originates from the opponent. Consequently, consumers will be indirectly confused by the marks as they will understand that they originate from the same or economically linked undertakings.

99. Even if it is not right that there would be confusion between the marks, I am of the view that consumers would still call to mind 'AMAZON' when confronted with 'Amz' at the beginning of the applicant's mark. I say this because regardless of any confusion, the extensive reputation of the earlier mark, the similar beginnings of the marks and the fact that the respective goods and services are similar are such that will lead the consumer to create the necessary link.

## Damage

100. The opponent has pleaded that use of the applicant's mark would, without due cause, lead to an unfair advantage in favour of the applicant and cause a detriment to both the reputation of the opponent and to the distinctive character of the opponent's mark.

101. In respect of damage, I note that the applicant, in its counterstatement, made no express denial of such. On this point, the defence raised in respect of the present ground focused solely on the comparison of the marks. This included a detailed breakdown of why it considered the mark visually, aurally and conceptually dissimilar and concluded with the following:

“15. On the basis of the detailed analyses across visual, aural, and conceptual dimensions, it becomes evident that "AMZ HERO" and "AMAZON" are inherently distinct from each other. Due to this lack of similarity, and considering markedly different the two marks are in their representation and impression, the claim made under Section 5(3) and Section 5(2)(b) of the Trademarks Act should be rejected as unfounded.

16. In conclusion, after careful analysis and comparison of the goods, services, and trademarks at issue, there are clear and significant dissimilarities that prevent any likelihood of confusion in the marketplace and the Application should proceed through to registration.”

102. The applicant's argument can be construed as a denial of a link due to the dissimilarity of the marks and the goods and service at issue. As above, I have found that there exists confusion between the marks under the present ground or, at worst, a sufficient link being made between them. In my view, the applicant's lack of any mention of damage is such that it can be taken that this is not in issue.

Therefore, I consider that damage is automatically made out due to the applicant's lack of denial of the same.

103. The above being said, I am of the view that damage would still exist even if the applicant had expressly defended the point. To demonstrate as such, I will briefly consider unfair advantage.

#### Unfair Advantage

104. I bear in mind that unfair advantage has no effect on the consumers of the opponent's goods. Instead, the taking of unfair advantage of the distinctive character or reputation of an earlier mark means that consumers are more likely to select the goods of the applicant's mark than they would otherwise have been if they had not been reminded of the opponent's marks.

105. In *Jack Wills Limited v House of Fraser (Stores) Limited* [2014] EWHC 110 (Ch) Arnold J. considered the earlier case law and concluded that:

"80. The arguments in the present case give rise to two questions with regard to taking unfair advantage. The first concerns the relevance of the defendant's intention. It is clear both from the wording of Article 5(2) of the Directive and Article 9(1)(c) of the Regulation and from the case law of the Court of Justice interpreting these provisions that this aspect of the legislation is directed at a particular form of unfair competition. It is also clear from the case law both of the Court of Justice and of the Court of Appeal that the defendant's conduct is most likely to be regarded as unfair where he intends to benefit from the reputation and goodwill of the trade mark. In my judgment, however, there is nothing in the case law to preclude the court from concluding in an appropriate case that the use of a sign the objective effect of which is to enable the defendant to benefit from the reputation and goodwill of the trade mark amounts

to unfair advantage even if it is not proved that the defendant subjectively intended to exploit that reputation and goodwill.”

106. Given I have found that there exists a likelihood of indirect confusion between the marks at issue, I consider that unfair advantage is automatically made out on the basis that consumers (who are aware of the opponent’s mark and its reputation) will erroneously purchase the applicant’s goods in the mistaken belief that they are connected to the reputed services of the opponent. Such a scenario clearly demonstrates a transfer of image from the opponent’s mark to the applicant’s mark, therefore giving the applicant a commercial advantage without paying financial compensation. The opponent’s claim as to unfair advantage, therefore, succeeds.

107. However, if I am wrong to have found confusion, I consider that an unfair advantage would exist in any event. It is my view that it is quite clear that there is potential for the applicant to gain an unfair advantage by using the mark ‘Amzhero’. The applicant, by using the similar element of ‘Amz’, particularly given its presence at the beginning of its mark, would achieve instant familiarity in the eyes of the average consumers due to its similarity and perceived association with ‘AMAZON’, thereby securing a commercial advantage and benefitting from the opponent’s reputation without paying financial compensation. Such commercial advantage would not exist were it not for the very strong reputation of the opponent’s mark. Therefore, I find it likely that the applicants’ mark takes unfair advantage of the opponent’s mark.

108. The applicant would have a defence if it could establish that it has a due cause in filing for its mark. However, no evidence or arguments have been put forward to this effect. The applicant’s use is not, therefore, with due cause.

109. The section 5(3) ground of the present opposition, therefore, succeeds in full.

## CONCLUSION

110. The opposition succeeds in full and, subject to any successful appeal of my decision, the applicant's mark is refused registration for all goods.

## COSTS

111. As the opponent has succeeded, it is entitled to a contribution towards its costs based upon the scale published in Tribunal Practice Notice 1/2023. In the circumstances, I award the opponent the sum of £1,200 as a contribution towards its costs. The sum is calculated as follows:

Filing a notice of opposition and considering the applicant's counterstatement:	£300
Filing evidence and written submissions:	£700
Official fees:	£200
<b>Total:</b>	<b>£1,200</b>

112. I hereby order Shenzhen Innovation Wanhong Co. Ltd. to pay Amazon Technologies, Inc. the sum of £1,200. The above sum should be paid within 21 days of the expiry of the appeal period or, if there is an appeal, within 21 days of the conclusion of the appeal proceedings.

**Dated this 2<sup>nd</sup> day of October 2024**

**A COOPER**  
**For the Registrar**

## ANNEX 1

### Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; software; apparatus and instruments for reproducing sound, images or data; computers; laptop computers; notebook computers; netbook computers; computer firmware; computer hardware; computer hardware consisting of stand-alone voice controlled information devices, namely, cloud-connected and voice controlled smart audio speakers with virtual personal assistant capabilities; computer programmes; computer operating programs; computer peripherals; computer peripheral devices; computer cables; computer keyboards; computer mice; computer monitors; computer touchscreens; computer network routers and hubs; cases, covers, and stands for computers; monitors, displays, wires, cables, modems, printers, disk drives, adapters, adapter cards, cable connectors, plug-in connectors, electrical power connectors, docking stations, and drivers; printer components and accessories, namely, cables; blank computer discs; blank digital storage media; blank electronic storage media; blank smart cards; data storage apparatus; digital USB storage cards and card readers; flash card readers; DVD burners; DVD drives; memory cards and memory card readers; USB cables; USB hardware; USB-HUBS; USB drives; computer accessories, namely, computer leads for external computer cabling in the nature of firewire leads, USB leads; handheld computers; handheld personal computers; handheld media players; handheld multimedia players; tablet computers; software for tablet computers; application software for tablet computers; operating system programs for tablet computers; covers for tablet computers; leather cases for tablet computers; protective cases for tablet computers; stands for tablet computers; telephones; mobile phones; videophones;

smart phones; application software for mobile phones; application software for smart phones; operating system programs for smart phones; cases, covers, parts, and accessories for mobile phones and smart phones; electronic book readers; digital book readers; electronic bulletin boards; downloadable electronic books; downloadable electronic books, magazines, periodicals, newsletters, newspapers, journals, and other publications; computer software for authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, displaying, storing and organizing text, graphics, images, and electronic publications; covers for electronic book readers; protective cases for electronic book readers; televisions; television apparatus and instruments; television receivers [TV sets] and television transmitters; smart televisions; set-top boxes; transmitting and receiving apparatus for television broadcasting; software for televisions; application software for smart televisions; operating system programs for smart televisions; remote controls for televisions; portable and handheld electronic devices for transmitting, storing, manipulating, recording, and reviewing text, images, audio, video and data, including via global computer networks, wireless networks, and electronic communications networks and electronic and mechanical parts and fittings therefor; audio players; barcode readers; barcode scanners; calculators; car audio apparatus; digital audio players; digital video players; DVD players; electronic key fobs and tags; handheld media players; handheld scanner; MP3 players; MP4 players; portable media players; video players; cases for digital media players; covers for digital media players; cases for portable media players; covers for portable media players; global positioning system (GPS) devices; software for global positioning system (GPS) devices; software for global positioning system (GPS) navigation systems; personal digital assistants (PDAs); cases for personal digital assistants (PDAs); covers for personal digital assistants (PDAs); electronic personal organisers; projectors, namely, sound projectors and amplifiers; video projectors; calculators; cameras; digital cameras; video cameras; camera cases; camera lenses; camera stands; camera tripods; headphones and earphones; microphones; radios; radio receivers; radio transmitters; smartbands; smart bracelets; smartwatches; speakers; wireless speakers; audio speakers; portable speakers; remote controls for portable and handheld electronic devices and computers; wireless

remote controls for portable and handheld electronic devices and computers; digital electronic components and accessories, namely, holsters, carrying cases, and fitted plastic films known as skins for covering and providing a scratch proof barrier or protection specifically designed for computers, digital audio and media players, MP3 players, mobile phones, personal digital assistants; glasses; spectacles; 3D glasses; anti-glare glasses; smartglasses; sports glasses; sunglasses; frames for glasses; lenses for glasses; goggles; sports goggles; virtual reality hardware; virtual reality headsets; virtual reality glasses; virtual reality software; computer game programs; computer game software; game software; application development software; character recognition software; data synchronization software; data synchronization programs; database management software; downloadable cloud computing software; downloadable software; electronic mail and messaging software; voice recognition software; software for accessing, browsing and searching online databases; computer software for accessing movies, television shows, videos and music; software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; audio recordings; audio visual recordings; digital recordings; musical recordings; sound recordings; video recordings; animated films; cinematographic films; exposed photographic films or slides; motion picture films; pre-recorded films; recorded films; video films; downloadable audiobooks and digital audio files; downloadable audio, video and audiovisual content provided via computer and communications networks featuring movies, TV shows, videos and music; downloadable digital audio files featuring music, news, voice and spoken word; downloadable digital music provided from MP3 Internet web sites; digital music downloadable provided from MP3 internet web sites; digital music downloadable from the Internet; downloadable movies; downloadable music files; downloadable podcasts; downloadable pre-recorded audio and audiovisual content, information, and commentary; downloadable video files; downloadable video recordings; batteries; battery cables; battery cases; battery chargers; battery packs; batteries for mobile phones and smart phones; batteries for portable and handheld electronic devices; battery charging devices for mobile phones and smart phones; battery charging devices for portable and handheld electronic devices; apparatus for connecting and

charging portable and handheld electronic devices; converters; electrical power supplies; electrical connectors, wires, cables, and adaptors; transformers; power adapters; power cords, power chargers; video cables; extension cables; electrical and power cables; cleaning apparatus for magnetic or optical data media; cleaning apparatus for use with apparatus for recording or reproducing audio, video or data; parts and fittings for all of the aforesaid goods.

### Class 35

Advertising; business management; business administration; office functions; advertising services, namely, promoting the goods and services of others; demonstration of goods; distribution of samples; modelling for advertising or sales promotion; online advertising on the Internet and other global computer network systems; promoting the goods and services of others through limited availability discount offers via an on-line electronic communications network; market analysis; marketing research; market research and information services; opinion polling; public relations; publicity agencies; employment agencies; personnel recruitment; accounting; administrative processing of purchase orders; assistance with the procurement of goods and services, for others; assistance with purchasing goods and services, for others; audit services; bookkeeping; business appraisals; business information services; business inquiries; business investigations; business management assistance services; business management consultancy; business organisation consultancy; commercial information agency services; commercial management assistance; compiling of cost analyses; copying of documents; cost analysis; document reproduction; drawing up of statements of account; economic forecasting; efficiency expert services; invoicing services; photocopying; professional business consultancy services; providing an on-line commercial information directory; secretarial services; shorthand; telephone answering for unavailable subscribers; transcription; typing; word processing; compilation and systemisation of data into computer databases; compiling of information into computer databases; compiling statistics; computerised data management; computerised database management services; computerised processing of on-line purchase orders; database management

services; providing an on-line commercial information directory; provision of business information via a searchable database and via a global computer network; searching for data in computer databases, for others; searching for data in computer files, for others; sorting and editing of information in computer databases; arranging newspaper subscriptions (for others); arranging telecommunications subscriptions, for others; arranging media subscriptions, for others; online retail of music in digital or stored media form; customer loyalty program services featuring rewards in the form of discounted shipping services; database services to enable others to conveniently view and select services from a website; promoting the goods and services of others through limited availability discount offers via the internet; the collection of a selection of service providers to enable others to conveniently view and select these services from a website; auction services; auctioning; auctioneering services; business intermediary services for the sale and purchase of goods and services; comparison services (price -); computerized on-line ordering of services for general merchandise and general consumer goods; import and export agencies; information services, namely, providing information about retail products to customers, featuring the availability of specific products of interest to them; online business information services, namely analyzing an individual's preferences and providing product reviews and recommendations; order fulfilment services, namely services relating to order processing; presentation of goods on communication media, for retail purposes; price comparison; product merchandising; sales promotion for others; subscriptions to books, reviews, or comic books; the bringing together for the benefit of others of telecommunications, financial services (consumer credit), travel and accommodation, computer consultancy/e-commerce services, website hosting, sales and auction services enabling others to conveniently view and select and purchase those services from a website; retail and online retail services in relation to chemicals for use in agriculture, chemicals for use in forestry, chemicals for use in horticulture, paints, animal grooming preparations, cleaning preparations, cosmetic and beauty products, fragancing preparations, toiletries, fuels, lubricants, dietary supplements, dietetic preparations, pharmaceutical preparations, veterinary preparations, metal hardware, safes, agricultural equipment, construction equipment, earthmoving equipment; retail

and online retail services in relation to cutlery, food preparation implements, kitchen knives, hand-operated implements for construction, hand-operated tools for construction, beauty implements for humans, hygienic implements for humans, beauty implements for animals, hygienic implements for animals; retail and online retail services in relation to audio-visual equipment, computer hardware, computer software, downloadable movies, television programmes and video files, downloadable music files, downloadable electronic publications, electronic book readers, home automation control devices, information technology equipment, mobile phones, navigation devices, recorded content, scientific research and laboratory apparatus, set-top boxes, smartphones, smartwatches, tablet computers, wearable computers; retail and online retail services in relation to diving equipment, hearing protection devices, medical apparatus, medical instruments, physical therapy equipment, sex aids, veterinary apparatus, veterinary instruments; retail and online retail services in relation to cooling equipment, food cooking equipment, freezing equipment, heaters, heating equipment, lighting, refrigerating equipment, sanitary installations, sanitation equipment, sun tanning appliances, water supply equipment; retail and online retail services in relation to vehicles, automobile accessories, automobile parts, bicycle accessories, car accessories, pushchairs, weapons, jewellery, time instruments, musical instruments, art materials, educational supplies, printed matter, stationery supplies; retail and online retail services in relation to bags, luggage, saddlery, umbrellas, furnishings, furniture, cleaning articles, cookware, tableware, yarns, threads, fabrics, textiles and substitutes for textiles; retail and online retail services in relation to clothing, footwear, headgear, sewing articles, floor coverings, wall coverings, festive decorations, games, sporting articles, sporting equipment, toys, video game apparatus; retail and online retail services in relation to dairy products, meats, seafood, bakery products, chocolate, cocoa, coffee, confectionery, frozen yogurts, ice creams, sorbets, teas, flowers, horticulture products, bedding for animals, fodder for animals, litter for animals, beer, non-alcoholic beverages, preparations for making beverages, alcoholic beverages (except beer), preparations for making alcoholic beverages; retail and online retail services in relation to articles for use with tobacco, tobacco, building materials, gardening articles, gardening products,

horticulture equipment, kitchen appliances, domestic electronic equipment, domestic electrical equipment, veterinary articles, disposable paper products, works of art, food, foodstuffs, baked goods, delicatessen products, desserts, fruit, pet products, hair products, fashion accessories, clothing accessories.

## ANNEX 2

### Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; software; apparatus and instruments for reproducing sound, images or data; computers; laptop computers; notebook computers; netbook computers; computer firmware; computer hardware; computer hardware consisting of stand-alone voice controlled information devices, namely, cloud-connected and voice controlled smart audio speakers with virtual personal assistant capabilities; computer programmes; computer operating programs; computer peripherals; computer peripheral devices; computer cables; computer keyboards; computer mice; computer monitors; computer touchscreens; computer network routers and hubs; cases, covers, and stands for computers; monitors, displays, wires, cables, modems, printers, disk drives, adapters, adapter cards, cable connectors, plug-in connectors, electrical power connectors, docking stations, and drivers; printer components and accessories, namely, cables; blank computer discs; blank digital storage media; blank electronic storage media; blank smart cards; data storage apparatus; digital USB storage cards and card readers; flash card readers; DVD burners; DVD drives; memory cards and memory card readers; USB cables; USB hardware; USB-HUBS; USB drives; computer accessories, namely, computer leads for external computer cabling in the nature of firewire leads, USB leads; handheld computers; handheld personal computers; handheld media players; handheld multimedia players; tablet computers; software for tablet computers; application software for tablet computers; operating system programs for tablet computers; covers for tablet computers; leather cases for tablet computers; protective cases for tablet

computers; stands for tablet computers; telephones; mobile phones; videophones; smart phones; application software for mobile phones; application software for smart phones; operating system programs for smart phones; cases, covers, parts, and accessories for mobile phones and smart phones; electronic book readers; digital book readers; electronic bulletin boards; downloadable electronic books; downloadable electronic books, magazines, periodicals, newsletters, newspapers, journals, and other publications; computer software for authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, displaying, storing and organizing text, graphics, images, and electronic publications; covers for electronic book readers; protective cases for electronic book readers; televisions; television apparatus and instruments; television receivers [TV sets] and television transmitters; smart televisions; set-top boxes; transmitting and receiving apparatus for television broadcasting; software for televisions; application software for smart televisions; operating system programs for smart televisions; remote controls for televisions; portable and handheld electronic devices for transmitting, storing, manipulating, recording, and reviewing text, images, audio, video and data, including via global computer networks, wireless networks, and electronic communications networks and electronic and mechanical parts and fittings therefor; audio players; barcode readers; barcode scanners; calculators; car audio apparatus; digital audio players; digital video players; DVD players; electronic key fobs and tags; handheld media players; handheld scanner; MP3 players; MP4 players; portable media players; video players; cases for digital media players; covers for digital media players; cases for portable media players; covers for portable media players; global positioning system (GPS) devices; software for global positioning system (GPS) devices; software for global positioning system (GPS) navigation systems; personal digital assistants (PDAs); cases for personal digital assistants (PDAs); covers for personal digital assistants (PDAs); electronic personal organisers; projectors, namely, sound projectors and amplifiers; video projectors; calculators; cameras; digital cameras; video cameras; camera cases; camera lenses; camera stands; camera tripods; headphones and earphones; microphones; radios; radio receivers; radio transmitters; smartbands; smart bracelets; smartwatches; speakers; wireless speakers; audio speakers; portable speakers;

remote controls for portable and handheld electronic devices and computers; wireless remote controls for portable and handheld electronic devices and computers; digital electronic components and accessories, namely, holsters, carrying cases, and fitted plastic films known as skins for covering and providing a scratch proof barrier or protection specifically designed for computers, digital audio and media players, MP3 players, mobile phones, personal digital assistants; glasses; spectacles; 3D glasses; anti-glare glasses; smartglasses; sports glasses; sunglasses; frames for glasses; lenses for glasses; goggles; sports goggles; virtual reality hardware; virtual reality headsets; virtual reality glasses; virtual reality software; computer game programs; computer game software; game software; interactive game software; interactive game programs; application development software; character recognition software; computer application software and embedded computer application software for mobile phones, smart phones and tablet devices namely, software that enables photos and videos from cameras found on mobile phones, smart phones and tablet devices to be shared in social media for social networking purposes; data synchronization software; data synchronization programs; database management software; downloadable cloud computing software; downloadable software; electronic mail and messaging software; voice recognition software; software for accessing, browsing and searching online databases; computer software for accessing movies, television shows, videos and music; software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; software for the redirection of messages; software in the field of text, image and sound transmission and display; audio recordings; audio visual recordings; digital recordings; musical recordings; sound recordings; video recordings; animated films; cinematographic films; exposed photographic films or slides; motion picture films; pre-recorded films; recorded films; video films; downloadable audiobooks and digital audio files; downloadable audio, video and audiovisual content provided via computer and communications networks featuring movies, TV shows, videos and music; downloadable digital audio files featuring music, news, voice and spoken word; downloadable digital music provided from MP3 Internet web sites; digital music downloadable provided from MP3 internet web sites; digital music downloadable from

the Internet; downloadable movies; downloadable music files; downloadable podcasts; downloadable pre-recorded audio and audiovisual content, information, and commentary; downloadable templates for designing books, short stories, storyboards, screenplays, comics, audio and video files; downloadable video files; downloadable video recordings; batteries; battery cables; battery cases; battery chargers; battery packs; batteries for mobile phones and smart phones; batteries for portable and handheld electronic devices; battery charging devices for mobile phones and smart phones; battery charging devices for portable and handheld electronic devices; apparatus for connecting and charging portable and handheld electronic devices; converters; electrical power supplies; electrical connectors, wires, cables, and adaptors; transformers; power adapters; power cords, power chargers; video cables; extension cables; electrical and power cables; cleaning apparatus for magnetic or optical data media; cleaning apparatus for use with apparatus for recording or reproducing audio, video or data; parts and fittings for all of the aforesaid goods.

#### Class 14

Precious metals and their alloys; jewellery; jewellery, precious stones; badges of precious metal; beads for making jewellery; boxes of precious metal; imitation gold (objects of-); ivory [for jewellery]; jewellery cases; key rings [trinkets or fobs]; medals; objects of imitation gold; semi-precious stones; statues/statuettes of precious metal; horological and chronometric instruments; watches; wrist watches; clocks; movements for clocks and watches; cases for clock and watch-making; cases for clock and watchmaking; cases for watches [presentation]; straps for wrist watches; watch bands; watch cases; watch chains; parts and fittings for all the aforesaid goods.

## ANNEX 3

### Class 1

Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry; adhesives for paperhanging; adhesives for wall tiles; automobile body fillers; batteries (acidulated water for recharging -); beer preserving agents; beer-clarifying and preserving agents; brake fluid; car body fillers; coolants for vehicle engines; fish meal fertilizers; flower preservatives; photographic paper.

### Class 2

Paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants; mordants; raw natural resins; metals in foil and powder form for use in painting, decorating, printing and art; dyes; enamels; painters colours; distempers; lacquers; paint and varnish driers; wood preservatives; wood stains; anti-corrosive and anti-fouling compositions; anti-corrosive oils; preservatives against rust; raw natural resins; metals in foil and powder form for painters, decorators and artists; shoe dyes; leather stains; wallpaper removing preparations; glaziers' putty; photocopiers (toner cartridges, filled, for printers and -); printers and photocopiers (toner cartridges, filled, for -); printers' pastes [ink]; turpentine [thinner for paints]; undercoating for vehicle chassis; undersealing for vehicle chassis.

### Class 3

Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, dentifrices; air fragrancing preparations; aromatics [essential oils]; incense; joss sticks; oils for perfumes and scents; potpourris [fragrances]; sachets for perfuming linen; scented water; scented wood; after-shave lotions; antiperspirants [toiletries]; shaving preparations; eau de Cologne; musk [perfumery]; cosmetic preparations; lotions for cosmetic purposes; make-up; perfumes; soap; toiletries; body sprays; beauty care

preparations; non-medicated preparations for the application to, condition and care of the hair, scalp, skin and nails; sun-tanning preparations; sunscreen preparations; breath preparations; hair preparations; hair lotions; shampoos; conditioners; skin care preparations; non-medicated preparations for the application to, condition and care of the hair, scalp, skin and nails; false nails; nail varnish; laundry preparations; grinding preparations; waxing substances and preparations; emery; pumice stone; vehicle cleaning preparations; fabric conditioners; detergent soap; fabric softeners; laundry bleaching preparations; soap powders; washing powder; washing soda; leather and shoe cleaning and polishing preparations; abrasive cloth; abrasive paper; adhesives for cosmetic purposes; antistatic preparations for household purposes; emery cloth; emery paper; lacquer-removing preparations; shampoos for pets; degreasers and grinding preparations; growth preparations for hair.

#### Class 4

Industrial oils and greases; lubricants; dust absorbing, wetting and binding compositions; fuels [including motor spirit] and illuminants; candles and wicks for lighting; unfragranced candles; scented candles; nightlights [candles]; Christmas tree candles; candles in tins; briquettes; fire lighters; kindling; industrial wax; lamp oil; BBQ lighting fuel; charcoal; coal; coke; wood for burning; firelighters; petrol; lighting fuel; lubricating oil, industrial wax; petroleum jelly for industrial purposes; additives, non-chemical, to motor-fuel; beeswax; carnauba wax; paraffin; electrical energy; tinder; wax [raw material].

#### Class 5

Pharmaceuticals, medical and veterinary preparations; sanitary preparations for medical purposes; dietetic food and substances adapted for medical or veterinary use, food for babies; dietary supplements for humans and animals; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides; air freshening and purifying preparations; analgesics; antiseptics; medicated bath preparations and salts; contact lens cleaning preparations and solutions; medicated confectionery; corn remedies; chemical

preparations for the diagnosis for pregnancy; eye washes; nutritional supplements; dietetic foods adapted for infants; dietetic foods adapted for invalids; milk powder for babies; infant formula; filled first-aid boxes; herb teas and infusions; napkins and pants for incontinence; nappies; disposable nappies; disposable nappies made of cellulose; disposable nappies made of paper; menstruation pads and tampons; sanitary preparations; medicinal infusions; tissues impregnated with pharmaceutical lotions; medical preparations for slimming purposes; sunburn ointment and preparations for pharmaceutical purposes; contraceptive preparations; patches incorporating a pharmaceutical preparation; suppositories; veterinary preparations; animal washes; antiparasitic collars for animals; artificial sweeteners; skin care creams for medical use; medicated creams; vitamin preparations; solutions for contact lenses; contraceptives (chemical -); smoking cessation pharmaceutical preparations; tobacco-free cigarettes for medical purposes; adhesives for dentures; air purifying preparations; bracelets for medical purposes; breast nursing pads; cleaning preparations (contact lens -); clothing (deodorants for -) and textiles; dental abrasives; dental cements; tampons; sanitary knickers; sanitary napkins; sanitary pads; sanitary panties; sanitary tampons; sanitary towels; smoking herbs for medical purposes; soil-sterilising preparations; solutions for contact lenses; solutions for use with contact lenses.

### Class 6

Common metals and their alloys; metal building materials; transportable buildings of metal; materials of metal for railway tracks; non-electric cables and wires of common metal; ironmongery, small items of metal hardware; pipes and tubes of metal; safes; ores; gold solder; silver solder; armoured cabinets; bins; boxes; nuts; bolts; screws; hooks; catches; windows; blinds; doors; containers; cans; cat flaps; fasteners; barrels; nails; hinges; locks; keys; ladders (metal); shelving; greenhouses, cloches, huts, portable sheds and frames (all being metal or wholly or substantially of metal); articles for use as plumbing fittings; materials for use in plumbing; metallic foil; chains for animals; metal letter boxes; parts and fittings for all the aforesaid goods.

## Class 7

Machine tools; motors and engines [except for land vehicles]; machine coupling and transmission components [except for land vehicles]; agricultural implements other than hand-operated; incubators for eggs; automatic vending machines; robots; industrial robots; laboratory robots; transportation robots; automated material handling systems composed of industrial equipment, namely, mobile drive units, configurable inventory pods, inventory stations, and maintenance stations, all for the processing and filing of orders at warehouses for distribution and manufacturing operations; beating machines; beverage preparation machines, electric blenders for household purposes; bread cutting machines; brewing machines; electric can openers; clippers [machines]; coffee grinders, other than hand-operated; crushing machines; cutting machines; filling machines; filtering machines; electric food preparation machines; electric food processors; grinding machines; hand-held tools, other than hand-operated; ironing machines; electric kitchen grinders; electric kitchen machines; electric knives; electric slicing machines for kitchen use; electric machines and apparatus for cleaning; machines and apparatus for polishing [electric]; machines for making pasta; meat choppers [machines]; mixers [machines]; mixing machines; pumps [machines]; rinsing machines; sharpening machines; vacuum cleaners; electric whisks for household purposes; lawnmowers; cultivating machines; electric trimming machines; electric motors; drilling, cutting and grinding machines; hairdressing machines; spinning machines; spraying machines; fertilizing machines; knitting machines; sewing machines; bottle sealing and capping machines; blowing machines; spray gun for paint; atomizers (machines); boiler scale collectors; shearing machines for animals; picture making machines; clutches and gear boxes (other than for land vehicles); bags (vacuum cleaner -); cartridges for filtering machines; door openers and closers [machines]; drill chucks [parts of machines]; drilling bits [parts of machines]; glow plugs for diesel engines; igniting devices for internal combustion engines; sharpening wheels [parts of machines]; vacuum cleaner hoses; parts and fittings for all the aforesaid goods.

## Class 8

Hand tools and implements [hand-operated]; cutlery; side arms; razors; hand-operated choppers; handoperated food processors; hand-operated food-slicers; non-electric can openers; cleavers; cutting tools [hand tools]; files [tools]; hand-operated garden tools; hand pumps; irons [non-electric hand tools]; forks; knives; spoons; perforating tools [hand tools]; non-electric pizza cutters; punches [hand tools]; scissors; scrapers [hand tools]; sharpening instruments; shearers [hand instruments]; spoons; table cutlery [knives, forks and spoons]; canteens of cutlery; boxes adapted for cutlery; vegetable choppers; vegetable slicers; steak knives; hair cutting and removal implements; hair styling appliances; manicure tools; pedicure tools; food preparation implements; hand-operated agricultural implements and tools; hand operated gardening implements and tools; hand-operated landscaping implements and tools; fire tending implements; cutting, drilling, grinding, sharpening and surface treatment hand tools; fastening and joining tools; lifting tools and implements; beard clippers; blade sharpening instruments; clamps for carpenters or coopers; crimping irons; electric irons; straightening irons; crow bars; curling tongs; cuticle nippers; cutter bars; cutters; cutting bars; cutting tools [hand tools]; emery files; hair clippers for personal use; hair-removing tweezers; knife steels; cuticle tweezers and nippers; hair-removing tweezers; pedicure sets; nail files; needle-threaders; scissors; nail clippers; cutlery for use with babies, children and infants; disposable tableware (cutlery) made of plastics; soft-tip spoons for use with babies, infants and children; pestle and mortar for pounding; shaving cases; razor cases; parts and fittings for all the aforesaid goods.

### Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; software; apparatus and

instruments for reproducing sound, images or data; computers; laptop computers; notebook computers; netbook computers; computer firmware; computer hardware; computer hardware consisting of stand-alone voice controlled information devices, namely, cloud-connected and voice controlled smart audio speakers with virtual personal assistant capabilities; computer programmes; computer operating programs; computer peripherals; computer peripheral devices; computer cables; computer keyboards; computer mice; computer monitors; computer touchscreens; computer network routers and hubs; cases, covers, and stands for computers; monitors, displays, wires, cables, modems, printers, disk drives, adapters, adapter cards, cable connectors, plug-in connectors, electrical power connectors, docking stations, and drivers; printer components and accessories, namely, cables; blank computer discs; blank digital storage media; blank electronic storage media; blank smart cards; data storage apparatus; digital USB storage cards and card readers; flash card readers; DVD burners; DVD drives; memory cards and memory card readers; USB cables; USB hardware; USB-HUBS; USB drives; computer accessories, namely, computer leads for external computer cabling in the nature of firewire leads, USB leads; handheld computers; handheld personal computers; handheld media players; handheld multimedia players; tablet computers; software for tablet computers; application software for tablet computers; operating system programs for tablet computers; covers for tablet computers; leather cases for tablet computers; protective cases for tablet computers; stands for tablet computers; telephones; mobile phones; videophones; smart phones; application software for mobile phones; application software for smart phones; operating system programs for smart phones; cases, covers, parts, and accessories for mobile phones and smart phones; electronic book readers; digital book readers; electronic bulletin boards; downloadable electronic books; downloadable electronic books, magazines, periodicals, newsletters, newspapers, journals, and other publications; computer software for authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, displaying, storing and organizing text, graphics, images, and electronic publications; covers for electronic book readers; protective cases for electronic book readers; televisions; television apparatus and instruments; television receivers [TV sets] and television transmitters; smart

televisions; set-top boxes; transmitting and receiving apparatus for television broadcasting; software for televisions; application software for smart televisions; operating system programs for smart televisions; remote controls for televisions; portable and handheld electronic devices for transmitting, storing, manipulating, recording, and reviewing text, images, audio, video and data, including via global computer networks, wireless networks, and electronic communications networks and electronic and mechanical parts and fittings therefor; audio players; barcode readers; barcode scanners; calculators; car audio apparatus; digital audio players; digital video players; DVD players; electronic key fobs and tags; handheld media players; handheld scanner; MP3 players; MP4 players; portable media players; video players; cases for digital media players; covers for digital media players; cases for portable media players; covers for portable media players; global positioning system (GPS) devices; software for global positioning system (GPS) devices; software for global positioning system (GPS) navigation systems; personal digital assistants (PDAs); cases for personal digital assistants (PDAs); covers for personal digital assistants (PDAs); electronic personal organisers; projectors, namely, sound projectors and amplifiers; video projectors; calculators; cameras; digital cameras; video cameras; camera cases; camera lenses; camera stands; camera tripods; headphones and earphones; microphones; radios; radio receivers; radio transmitters; smartbands; smart bracelets; smartwatches; speakers; wireless speakers; audio speakers; portable speakers; remote controls for portable and handheld electronic devices and computers; wireless remote controls for portable and handheld electronic devices and computers; digital electronic components and accessories, namely, holsters, carrying cases, and fitted plastic films known as skins for covering and providing a scratch proof barrier or protection specifically designed for computers, digital audio and media players, MP3 players, mobile phones, personal digital assistants; glasses; spectacles; 3D glasses; anti-glare glasses; smartglasses; sports glasses; sunglasses; frames for glasses; lenses for glasses; goggles; sports goggles; virtual reality hardware; virtual reality headsets; virtual reality glasses; virtual reality software; computer game programs; computer game software; game software; interactive game software; interactive game programs; application development software; character recognition software;

computer application software and embedded computer application software for mobile phones, smart phones and tablet devices namely, software that enables photos and videos from cameras found on mobile phones, smart phones and tablet devices to be shared in social media for social networking purposes; data synchronization software; data synchronization programs; database management software; downloadable cloud computing software; downloadable software; electronic mail and messaging software; voice recognition software; software for accessing, browsing and searching online databases; computer software for accessing movies, television shows, videos and music; software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; software for the redirection of messages; software in the field of text, image and sound transmission and display; audio recordings; audio visual recordings; digital recordings; musical recordings; sound recordings; video recordings; animated films; cinematographic films; exposed photographic films or slides; motion picture films; pre-recorded films; recorded films; video films; downloadable audiobooks and digital audio files; downloadable audio, video and audiovisual content provided via computer and communications networks featuring movies, TV shows, videos and music; downloadable digital audio files featuring music, news, voice and spoken word; downloadable digital music provided from MP3 Internet web sites; digital music downloadable provided from MP3 internet web sites; digital music downloadable from the Internet; downloadable movies; downloadable music files; downloadable podcasts; downloadable pre-recorded audio and audiovisual content, information, and commentary; downloadable templates for designing books, short stories, storyboards, screenplays, comics, audio and video files; downloadable video files; downloadable video recordings; batteries; battery cables; battery cases; battery chargers; battery packs; batteries for mobile phones and smart phones; batteries for portable and handheld electronic devices; battery charging devices for mobile phones and smart phones; battery charging devices for portable and handheld electronic devices; apparatus for connecting and charging portable and handheld electronic devices; converters; electrical power supplies; electrical connectors, wires, cables, and adaptors; transformers; power adaptors; power cords, power chargers; video cables;

extension cables; electrical and power cables; cleaning apparatus for magnetic or optical data media; cleaning apparatus for use with apparatus for recording or reproducing audio, video or data; parts and fittings for all of the aforesaid goods.

#### Class 10

Surgical, medical, dental and veterinary apparatus and instruments; artificial limbs, eyes and teeth; orthopedic articles; suture materials; babies' feeding apparatus; orthopaedic articles; suture materials; contraceptive appliances, devices and preparations; babies' bottles; babies' pacifiers [teats]; breast pumps; breasts (artificial -); cases fitted for medical instruments; condoms; contraceptives, non chemical; crutches; ear plugs; ear plugs [ear protection devices]; feeding bottle teats; feeding bottle valves; feeding bottles; floss for dental purposes; hair; maternity belts; prostheses (hair-); rings (teething); parts and fittings for the aforesaid goods.

#### Class 11

Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes; barbecues; bath fittings; bath installations; shower fittings; fittings for basins; beverage cooling apparatus; drinking water (filters for -); electric blankets, (not for medical purposes); bread-making machines; bread toasters; electric lights; ceiling lights; wall lights; electric lights; decorative lights; solar lights; chandeliers; electric coffee machines; cookers; extractor hoods for kitchens; electric cooking utensils; fridges; freezers; cooling appliances and installations; electric deep fryers; electric fans for personal use; room fans; electric lamps; electric lights for Christmas trees; electric food steamers; hot water bottles; ice boxes; lamps; lampshade holders; lamp shades; lanterns for lighting; light bulbs; microwave ovens [cooking apparatus]; multicookers; plate warmers; electric pocket torches; electric pressure cooking saucepans; kettles; electric kettles; kitchen ranges [ovens]; lamps; lampshade holders; light bulbs; electric light bulbs; toilet seats; electric cafetieres; baths; shower baths; toilet seats and portable sanitary installations; sanitary apparatus and installations; toilet seat adaptors and toilet seat adaptors for children; steriliser and sterilisation apparatus and equipment; sterilisers for babies'

feeding bottles; disposable sterilisation pouches; steam sterilisation devices; UV sterilisation devices; travel sterilising devices for babies' bottles and feeding equipment; bicycle lights; coffee machines; bathroom installations and fittings including toilets; parts and fittings for all the aforesaid goods.

## Class 12

Vehicles; apparatus for locomotion by land, air or water; aircraft; automobiles; bicycles; cars; drones; camera drones; civilian drones; electrically powered vehicles; motorcycles; trucks; unmanned vehicles; unmanned aerial vehicles (UAVs); electric vehicles; vans; delivery vans; remote control vehicles, other than toys; tyres and wheels for vehicles and bicycles; anti-theft alarms and devices for vehicles; adhesive rubber patches for repairing inner tubes; air pumps [vehicle accessories]; anti-dazzle devices for vehicles; anti-skid chains; automobile tyres; brake pads for automobiles; covers (seat-) for vehicles; covers for vehicle steering wheels; harness (security-) for vehicle seats; headlight wipers; head-rests for vehicle seats; hub caps; luggage carriers for vehicles; luggage nets for vehicles; ski carriers for cars; trolleys; windows for vehicles; windscreen wipers; windscreens; windshield wipers; windshields; car tidies; boot tidies; licence holders; anti-glare and sun-strips; sun roofs; blinds; drinks holder for use in land vehicles; dog guards; roof racks; roof bars; roof top carriers; splash guards; anti-static strips; backrest and cushions adapted for use in land vehicles; puncture repair outfits; trailers; fog horns; grip mats; windscreen covers or screens for the protection against frost and/or sun; vehicle covers; snow chains; tyre grips; booster-seats; child carrying seats; width indicators for bicycles, aerofoils for land vehicles; audible warning systems for cycles; baskets adapted for cycles; bicycle bells; bicycle brakes; bicycle chains; bicycle frames; bicycle handle bars; bicycle pumps; bicycle rims; bicycle saddles; bicycle spokes; bicycle stands; bicycle tyres; inner tubes for bicycles; pumps for bicycles; cycle water bottle cages; perambulators; pushchairs; baby carriages; covers for baby carriages; hoods for baby carriages; pushchair covers; pushchair hoods; wheelchairs; wheelbarrows; trolleys; parts and fittings for all the aforesaid goods.

### Class 13

Firearms; ammunition and projectiles; explosives; fireworks; sparklers [fireworks].

### Class 14

Precious metals and their alloys; jewellery; jewellery, precious stones; badges of precious metal; beads for making jewellery; boxes of precious metal; imitation gold (objects of-); ivory [for jewellery]; jewellery cases; key rings [trinkets or fobs]; medals; objects of imitation gold; semi-precious stones; statues/statuettes of precious metal; horological and chronometric instruments; watches; wrist watches; clocks; movements for clocks and watches; cases for clock and watch-making; cases for clock and watchmaking; cases for watches [presentation]; straps for wrist watches; watch bands; watch cases; watch chains; parts and fittings for all the aforesaid goods.

### Class 15

Musical instruments; drum sticks; bows for musical instruments; cases for musical instruments; keyboards for musical instruments; keys for musical instruments; mouthpieces for musical instruments; music stands; music synthesizers; musical boxes; mutes for musical instruments; pedals for musical instruments; pegs for musical instruments; perforated music rolls; piano keyboards; piano keys; piano strings; plectrums; reeds; rolls (perforated music -); stands for musical instruments; tuning forks; tuning hammers; turning apparatus for sheet music; valves for musical instruments; parts and fittings for all the aforesaid goods.

### Class 16

Paper, cardboard; printed matter and books; bookbinding material; photographs; stationery; stickers and adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites; instructional and teaching material; plastic materials for packaging; printers' type, printing blocks; printed publications; books; magazines; newsletters; periodicals; brochures; booklets; pamphlets; manuals; journals; leaflets; greeting cards; advertising and promotional material; catalogues; fiction and non-fiction books on a variety of topics; series of

fiction and non-fiction books, comic books, graphic novels, stories in illustrated form and comic book stories, storyboards, and artwork; periodicals in the field of comic book stories, storyboards, and artwork; printed matter in the field of computers; printed matter in the field of tablet computers; printed matter in the field of multi-media products, interactive products and online services; catalogues relating to computer software; computer brochures; computer handbooks; computer hardware publications; computer hardware reference manuals; computer hardware users guides; computer instruction manuals; computer manuals; publications relating to technology, digital technology and gadgets; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, portable and handheld electronic devices and computers; catalogues relating to musical apparatus and instruments; catalogues relating to telecommunications apparatus, mobile phones, handheld and mobile digital electronic devices for the sending and receiving of telephone calls, faxes, electronic mail, video, instant messaging, music, audiovisual and other multimedia works, and other digital data; music books; music instruction manuals; music magazines; desk accessories; telephone and address books; agendas; diaries; calendars; posters; mounted and unmounted photographs; printed patterns for T-shirts and sweatshirts; printed sewing patterns; display materials; decals and bumper stickers; booklets for sale with audio tapes; decalcomanias; diaries; gift cards; gift vouchers; labels; maps; diaries; dictionaries; personal organizers; postage stamps; postcards; posters; paper replacement bags for vacuum cleaners; bags for microwave cooking of paper; disposable paper products; absorbent paper; tissues of paper; towels of paper; vouchers; gift boxes; gift bags; photographic printing paper; table cloths of paper; table mats of paper; table runners of paper; parts and fittings for all the aforesaid goods.

#### Class 17

Unprocessed and semi-processed rubber, gutta-percha, gum, asbestos, mica and substitutes for all these materials; plastics in extruded form for use in manufacture; packing, stopping and insulating materials; flexible pipes, not of metal; adhesive tapes, other than stationery and not for medical or household purpose; reinforcing materials

and stuffing of rubber and plastic; sealant compounds for joints; insulators; flexible tubes, not of metal; caulking materials; cellulose acetate [semi-processed]; chemical compositions for repairing leaks; compressed air pipe fittings, not of metal; cotton wool for packing [caulking]; anti-pollution barriers; foam supports for flower arrangements [semi-finished products]; gaskets; gloves (insulating); heat (non-conducting materials for retaining -); seals; soundproofing materials; synthetic resins [semi-finished products]; waterproof packings; water-tight rings; weatherstripping; weatherstripping compositions; parts and fittings for all the aforesaid goods.

### Class 18

Leather and imitations of leather; animal skins, hides; trunks and travelling bags; umbrellas and parasols; walking sticks; whips, harness and saddlery; attaché cases; bags; bags for campers; bags for sports; beach bags; boxes of leather or leatherboard; card cases [notecases]; cases of leather or leatherboard; furniture coverings of leather or of imitation leather; garment bags for travel; handbags; hat boxes of leather or of imitation leather; haversacks; key cases; luggage tags; parasols; pocket wallets; purses; rucksacks; shopping bags; shoulder belts [straps] of leather or of imitation leather; suitcases; slings for carrying infants; tool bags, empty; travelling sets [leatherware]; briefcases; belts; leather belts; animal collars and leashes; keys cases; laces; music cases; purses; satchels; wallets; fur and garments and articles made from fur; valises; vanity cases, not fitted; wheeled shopping bags; parts and fittings for all the aforesaid goods.

### Class 19

Building materials (non-metallic); non-metallic rigid pipes for building; asphalt, pitch and bitumen; nonmetallic transportable buildings; monuments, not of metal; non-metallic outdoor blinds; parquet flooring; non-metallic floor tiles; non-metallic flooring and paving; non-metallic gates; gravestones; mantlepieces; marble; limestone; sandstone; mosaics; non-metallic swimming pools; aquarium gravel; bird baths [structures, not of metal]; casement windows, not of metal; door casings, not of metal; door frames, not of metal; door panels, not of metal; doors, not of metal; drain pipes,

not of metal; drain traps [valves], not of metal or plastic; fences, not of metal; window frames, not of metal; window glass, except glass for vehicle windows; wood for making household utensils; works of art of stone, concrete or marble; works of stonemasonry; parts and fittings for all the aforesaid goods.

### Class 20

Furniture, mirrors, picture frames; unworked or semi-worked bone, horn, ivory, whalebone or mother-of-pearl; shells; meerschaum; yellow amber; Armchairs; barrels, not of metal; baskets, not of metal; bed bases; bed casters, not of metal; bedding, except linen; bed fittings, not of metal; beds; beds for household pets; bedsteads of wood; benches [furniture]; bolsters; bottle racks; boxes of wood or plastic; broom handles, not of metal; casks, not of metal; chairs [seats]; chests, not of metal; chests of drawers; chopping blocks [tables]; clips, not of metal, for cables and pipes; closures, not of metal, for containers; clothes hooks, not of metal; coat hangers; coatstands; containers, not of metal [storage, transport]; corks; covers for clothing [wardrobe]; crates; cupboards; curtain holders, not of textile material; curtain hooks; curtain rails; curtain rings; curtain rods; curtain tie-backs; cushions; deck chairs; decorations of plastic for foodstuffs; desks; display boards; divans; door bells, not of metal, non-electric; door bolts, not of metal; door fasteners, not of metal; door fittings, not of metal; door handles, not of metal; door knockers, not of metal; dressing tables; easy chairs; fans for personal use, non-electric; figurines [statuettes] of wood, wax, plaster or plastic; filing cabinets; flower-pot pedestals; flower-stands [furniture]; furniture fittings, not of metal; furniture of metal; furniture shelves; hampers [baskets]; kennels and containers for household pets; hand-held mirrors [toilet mirrors]; hat stands; hooks, not of metal, for clothes rails; house numbers, not of metal, non-luminous; indoor window blinds [shades] [furniture]; inflatable furniture; inflatable publicity objects; interior textile window blinds; knobs, not of metal; ladders of wood or plastics; magazine racks; mannequins; mattresses; medicine cabinets; mirrors [looking glasses]; mirror tiles; mobiles [decoration]; office furniture; packaging containers of plastic; paper blinds; pegs [pins], not of metal; pillows; plate racks; poles, not of metal; racks [furniture]; rattan; removable mats or covers for sinks; screens for fireplaces [furniture]; screens

[furniture]; settees; shelves for storage; shelving units; showcases [furniture]; sideboards; sleeping bags for camping; sleeping mats; sofas; statues of wood, wax, plaster or plastic; steps [ladders], not of metal; step stools, not of metal; stools; tables; table tops; tool boxes, not of metal, empty; towel dispensers, fixed, not of metal; towel stands [furniture]; trays, not of metal; trolleys [furniture]; umbrella stands; washstands [furniture]; wind chimes [decoration]; window fasteners, not of metal; window fittings, not of metal; works of art of wood, wax, plaster or plastic; non-metal bins; bathroom furniture; storage furniture; oil drainage containers; blanking plugs; non-metallic L plates and nationality plates; non-metallic signs; licence holders (non-metallic), non-metallic fasteners, nuts and washers; water containers; tool boxes and trolleys (non-metallic); slatted indoor blinds; work benches; sleeping bags, folding chairs, folding stools and folding beds; cushions; air beds, baskets; clothes hangers; number plate digits; non-metallic cable straps; shelving; cabinets; storage boxes; crates; mirrors; fuel containers; book supports, baskets; parts and fittings for all the aforesaid goods.

#### Class 21

Household or kitchen utensils and containers; combs and sponges; brushes [except paintbrushes]; brushmaking materials; articles for cleaning purposes; steelwool; unworked or semi-worked glass [except glass used in building]; glassware, porcelain and earthenware; abrasive pads for kitchen purposes; basins [receptacles]; baskets for domestic use; basting spoons [cooking utensils]; beaters, non-electric; beer mugs; beer glasses; beer tankards; blenders, non-electric, for household purposes; bottle openers, electric and nonelectric; bottles; bowls [basins]; bread baskets, domestic; bread bins; bread boards; brooms; brush goods; buckets; candelabra [candlesticks]; candle extinguishers; candle jars [holders]; candle rings; carpet sweepers; cauldrons; ceramics for household purposes; champagne buckets; champagne flutes; china ornaments; chopsticks; cleaning instruments, hand-operated; clothes-pegs; cloths for cleaning; coasters, not of paper and other than table linen; cocktail shakers; cocktail stirrers; coffee filters, non-electric; coffee grinders, handoperated; coffee percolators, non-electric; coffeepots, non-electric; coffee services [tableware]; containers for household or kitchen use; cooking pots; cooking pot sets; cooking skewers of metal;

cooking utensils, nonelectric; coolers [ice pails]; corkscrews, electric and non-electric; cruets; crushers for kitchen use, non-electric; crystal [glassware]; cups; cutlery trays; cutting boards for the kitchen; decanters; deep fryers, non-electric; deodorising apparatus for personal use; dish covers; dishes; disposable table plates; drinking glasses; drinking straws; drinking vessels and barware; dustbins; earthenware; egg cups; figurines [statuettes] of porcelain, ceramic, earthenware or glass; fitted picnic baskets, including dishes; flasks; flower pots; food steamers, nonelectric; frying pans; funnels; gardening gloves; garlic presses [kitchen utensils]; glass bowls; glasses [receptacles]; glass, unworked or semi-worked, except building glass; gloves for household purposes; graters for kitchen use; grills [cooking utensils]; heat-insulated containers; heat-insulated containers for beverages; hip flasks; holders for flowers and plants [flower arranging]; hot pots, not electrically heated; ice cube molds [moulds]; indoor aquaria; indoor terrariums [plant cultivation]; ironing board covers, shaped; ironing boards; kettles, non-electric; kitchen containers; kitchen grinders, non-electric; kitchen utensils; lunch boxes; mills for domestic purposes, hand-operated; mixing spoons [kitchen utensils]; mops; mugs; mug sets; nail brushes; napkin holders; napkin rings; oven mitts; paper plates; pastry cutters; pepper mills, hand-operated; perfume vaporizers; pie servers; pitchers; polishing apparatus and machines, for household purposes, non-electric; porcelain ware; potholders; pot lids; pots; pottery; pressure cookers [autoclaves], non-electric; rolling pins, domestic; salad bowls; salt cellars; saucers; scoops [tableware]; services [dishes]; shaving brushes; shaving brush stands; soap boxes; soap dispensers; soap holders; soup bowls; spatulas [kitchen utensils]; spice sets; statues of porcelain, ceramic, earthenware or glass; strainers for household purposes; sugar bowls; table plates; tableware, other than knives, forks and spoons; tankards; teapots; tea services [tableware]; toilet brushes; toilet cases; toilet paper dispensers; toilet utensils; toothbrushes; towel rails and rings; trays for domestic purposes; utensils for household purposes; vases; vegetable dishes; washtubs; waste paper baskets; watering devices; wine coolers; wine decanters; wine glasses; window-boxes; works of art of porcelain, ceramic, earthenware or glass; jars; jugs; bottles; vases; planters; plaques; oven gloves canister sets; cake tins; baking tins; household storage containers; food storage containers; food storage jars;

household trays; food servers; chinaware; decorative china; cafetieres; pedal bins; laundry bins; laundry baskets; bathroom articles; shower articles; dusters, wipes and skins of chamois, all for cleaning purposes; buckets; ice scrapers; steel wool; non-metallic utensils and hollowware, including water bottles, non-electric kettles, water carrying utensils for camping and picnicking, and metal picnic trays; glass fibre cloths and mats, for use in the repair of motor vehicle bodies and of the like; cup holders; dispensers and dispensing apparatus; deodorising apparatus; parts and fittings for all the aforesaid goods.

### Class 22

Ropes and string; nets; tents, awnings and tarpaulins; sails; sacks; padding and stuffing materials (except of paper, cardboard, rubber or plastics); raw fibrous textile materials; waterproof covers and covering sheets; ropes; devices for securing luggage onto vehicles; hoisting slings; textiles screens for protection against wind; ground sheets; sacks; cables, not of metal; hammocks; harness, not of metal, for handling loads; wood shavings; wool (raw or treated); wrapping or binding bands, not of metal; parts and fittings for all the aforesaid goods.

### Class 23

Yarns and threads, for textile use; sewing cottons; spun cotton; spun wool; spun silk; thread of metal for embroidery; threads of plastic materials for textile use.

### Class 24

Textiles and substitutes for textiles; bed covers; table covers; bath linen, except clothing; bath mitts; bed blankets; bed clothes; bed linen; cloth; coasters [table linen]; covers for cushions; covers [loose] for furniture; curtain holders of textile material; curtains of textile or plastic; fabric; fabrics for textile use; face towels of textile; flannel [fabric]; handkerchiefs of textile; household linen; mattress covers; net curtains; non-woven textile fabrics; pillowcases; place mats, not of paper; shower curtains of textile or plastic; sleeping bag liners; tablecloths, not of paper; table linen, not of paper; tablemats, not of paper; table napkins of textile; table runners; textile material; towels

of textile; travelling rugs [lap robes]; throws; tea towels; bath towels; beach towels; wall hangings of textile; blankets for household pets; bunting; canvas for tapestry or embroidery; cheese cloth; cloths for removing make-up; diaper changing cloths for babies; diapered linen; handkerchiefs of textile; mosquito nets.

### Class 25

Clothing, footwear, headgear; aprons [clothing]; bandanas [neckerchiefs]; bath robes; belts [clothing]; bibs, not of paper; boots; cap peaks; caps [headwear]; coats; dressing gowns; dresses; ear muffs [clothing]; gloves [clothing]; hats; headbands [clothing]; hoods [clothing]; hosiery; jackets [clothing]; jerseys [clothing]; knitwear [clothing]; leggings [leg warmers]; leggings [trousers]; masquerade costumes; money belts [clothing]; muffs [clothing]; outerclothing; overalls; overcoats; pajamas; paper clothing; paper hats [clothing]; ready-made clothing; sandals; sashes for wear; scarfs; shawls; shirts; shoes; short-sleeve shirts; shower caps; skirts; sleep masks; sleepsuits; bodysuits; slippers; socks; sweaters; tee-shirts; trousers; underwear; uniforms; vests; visors [headwear]; waterproof clothing; babies' diapers of textile; masquerade costumes; money belts; spats / gaiters; stocking suspenders; studs for football boots; suspenders / braces for clothing; tips for footwear; parts and fittings for all the aforesaid goods.

### Class 26

Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers; tea cosies; haberdashery except thread; dress body fasteners; dress fastenings; expanding bands for holding sleeves; false beards; false hair; false moustaches; hair barrettes; hair colouring caps; hair curlers other than hand implements non-electric; hair curling papers; hair curling pins; hair extensions; hair grips [slides]; hair nets; hair ornaments; hair pins; hair slides; hair bands; heat adhesive patches for repairing textile articles; human hair; knitting needles; needle cushions; reins for guiding children; sewing boxes; sewing thimbles; shoe buckles; shoe eyelets; shoe fasteners; shoe laces; shoe ornaments trimmings for clothing;

trouser clips for cyclists; wigs; zip fasteners; zip fasteners for bags; zippers; zippers for bags; parts and fittings for all the aforesaid goods.

#### Class 27

Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings [nontextile]; bath mats; carpet tiles; decorative wall hangings, not of textile; door mats; floor coverings; non-slip mats; textile wallpaper; vinyl floor coverings; wallpaper; floor tiles; wall and ceiling coverings; matting; artificial turf; parts and fittings for all the aforesaid goods.

#### Class 28

Games and playthings; gymnastic and sporting articles; decorations for Christmas trees; Toys; dolls and accessories for dolls; plush toys; rattles; spinning tops; toy building blocks; toy action figures; toy vehicles, cars, bikes, scooters and tricycles; toy building structures and vehicle tracks; toy animals; play sets and play cases; toy models; toy guns; games; puzzles; fancy dress outfits being children's playthings; mobiles; ride on toy vehicles; ride on toys; toy furniture; toy musical equipment; toy pushchairs and prams; water and bath toys; inflatable toys; inflatable water toys; toy shovels, forks, spades, rakes and buckets; toy gardening equipment; dolls houses; toy household apparatus; toy hand tools and toy benches; toy food; toy walkie talkies and toy communication equipment; electronic activity toys; hand held electronic game apparatus; electronic games apparatus for use with television receivers or with video monitors; rocking toys; toys for babies while teething; toy tents; toy clocks, toy phones, toy CD players, toy radios, toy cameras, toy computers; toy MP3 players; toys to teach counting and the alphabet; pull along and push along toys; trampolines; toy pools (swimming), paddling pools and water slides; educational toys; educational toys for teaching colours, shapes, words, numbers, sounds and phrases; play houses; musical toys; baby gyms; play quilts and mats; baby swings; drawing toys; amusement machines; arcade video game machines; artificial fishing bait; artificial snow for christmas trees; bags especially designed for skis and surfboards; skis; billiard cue tips; caps for pistols [toys]; chalk for billiard cues; christmas tree stands; christmas

trees of synthetic material; confetti; cricket bags; exercise bicycles (rollers for stationary); fish hooks; floats for fishing; gaming machines for gambling; golf bags; golf bags, with or without wheels; joysticks for video games; kite reels; paper party hats; parts and fittings for all the aforesaid goods.

### Class 29

Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs; milk and milk products; edible oils and fats; almonds, ground; aloe vera prepared for human consumption; anchovy; apple purée; bacon; beans, preserved; black pudding; broth; broth concentrates; butter; buttercream; caviar; charcuterie; cheese; clams [not live]; cocoa butter; coconut butter; coconut, desiccated; coconut fat; coconut oil; compotes; condensed milk; corn oil; cranberry sauce [compote]; crayfish (not live); cream [dairy products]; croquettes; crustaceans (not live); curd; Dates; edible birds' nests; edible fats; edible oils; fish fillets; fish meal for human consumption; fish mousses; fish (not live); fish, preserved; frozen fruits; fruit-based snack food; fruit peel; fruit, preserved; fruit salads; game (not live); gelatine; gherkins; ginger jam; ham; herrings; hummus [chickpea paste]; jellies; fruit jellies; Kefir [milk beverage]; lard for food; lentils, preserved; liver; liver pâté; lobsters (not live); margarine; marmalade; meat jellies; meat, preserved; milk products; mushrooms, preserved; mussels (not live); nuts (prepared); olive oil for food; olives (preserved); onions (preserved); oysters (not live); palm kernel oil for food; palm oil for food; peanut butter; peanuts (processed); peas, preserved; pickles; pork; potato chips; potato flakes; poultry (not live); powdered eggs; prawns (not live); preparations for making bouillon; preparations for making soup; preserved garlic; processed fish spawn; processed seeds; raisins; rape oil for food; rennet; ryazhenka [fermented baked milk]; salted fish; salted meats; sauerkraut; sausages; seaweed extracts for food; sesame oil; shellfish (not live); shrimps (not live); soups; preserved soya beans for food; soya milk [milk substitute]; suet for food; tahini [sesame seed paste]; tofu; tomato purée; tripe; preserved truffles; vegetable juices for cooking; vegetable soup preparations; cooked vegetables; dried vegetables; preserved vegetables; tinned vegetables; whey; whipped cream; white of eggs; yogurt; yolk of eggs; preparations

made of soya; soup and soup products in powder or liquid form; preparations for making soup in powder or liquid form; milk shakes; milk powder for foodstuffs; dried meats; dried fish; desserts of yogurt; drinking yogurts; dairy products; cheese products; prepared meals, snacks and desserts.

### Class 30

Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastries and confectionery; edible ices; sugar, honey, treacle; yeast, baking-powder; salt; mustard; vinegar, sauces (condiments); spices; ice; allspice; almond confectionery; almond paste; aniseed; aromatic preparations for food; artificial coffee; baking powder; baking soda; barley meal; bean meal; bee glue; beer vinegar; binding agents for ice cream; bread; bread rolls; breadcrumbs; buns; cake frosting [icing]; cake powder; candy; capers; cereal bars; cereal-based snack food; cereal preparations; cheeseburgers [sandwiches]; chewing gum; chips [cereal products]; chocolate-based beverages; chocolate mousses; cocoa; cocoa-based beverages; coffee; coffee-based beverages; condiments; cookies; cooking salt; corn flakes; corn meal; couscous [semolina]; crackers; custard; dessert mousses [confectionery]; dough; dressings for salad; flavourings, other than essential oils; frozen yogurt [confectionery ices]; garden herbs, preserved [seasonings]; ginger [spice]; gingerbread; glucose for culinary purposes; gluten additives for culinary purposes; gluten prepared as foodstuff; golden syrup; ham glaze; high-protein cereal bars; honey; ice cream; ice for refreshment; natural or artificial ice; iced tea; infusions (not medicinal); ketchup [sauce]; lozenges [confectionery]; marzipan; mayonnaise; meat gravies; meat pies; muesli; natural sweeteners; noodle-based prepared meals; noodles; nutmegs; oat-based food; oat flakes; oatmeal; palm sugar; pancakes; pasta; pasta sauce; pasties; pastry; peanut confectionery; pepper; peppermint sweets; peppers [seasonings]; pesto [sauce]; pies; pizzas; popcorn; pralines; puddings; quiches; ravioli; relish [condiment]; rice cakes; royal jelly; rusks; sago; sandwiches; sauces [condiments]; seasonings; semolina; sorbets [ices]; soya sauce; spaghetti; spring rolls; sugar; sushi; tacos; tapioca; tarts; tea; tea-based beverages; thickening agents for cooking foodstuffs; tomato sauce; tortillas; turmeric for food; unroasted

coffee; vinegar; waffles; wheat flour; wheat germ for human consumption; yeast; confectionery; non-medicated confectionery; frozen confectionery; sugar confectionery; chocolate; chocolate confections; confectionery in frozen form; confectionery bars; lozenges; pastilles; sweets; ice lollies; chocolates; biscuits; cakes; pastries; wafers; rice-based snack foods; wheat-based snack foods; noodle-based snack foods; ice cream and ice cream products, chilled and frozen confections and desserts; cold tea.

### Class 31

Agricultural, horticultural and forestry products; raw and unprocessed grains and seeds; fresh fruits and vegetables; natural plants and flowers; live animals; foodstuffs for animals; malt; barley; fresh beans; beet; berries; fresh fruits; beverages for pets; bird food; bran; bran mash for animal consumption; bred stock; bulbs; bushes; unprocessed cereal seeds; chestnuts; chicory roots; chicory [salad]; Christmas trees; citrus fruit; raw cocoa beans; coconut shell; coconuts; crayfish; crustaceans; cucumbers; dog biscuits; fishing bait (live); natural flowers; fresh garden herbs; grains [cereals]; fresh grapes; fresh leeks; fresh lemons; fresh lentils; lettuce; maize; malt for brewing and distilling; mushrooms; mussels; oats; oil cake; olives; onions; vegetables; oranges; pears; blueberries; plums; peaches; nectarines; cherries; kiwi fruit; celery; beetroot; peppers; avocado; mushrooms; tomatoes; lettuce; parsnips; asparagus; sprouts; cabbage; spring greens; courgette; garlic; sweet potatoes; plant seeds; plants; dried plants for decoration; potatoes; live poultry; rhubarb; unprocessed rice; seedlings; sesame; shellfish; spinach; sugarcane; wheat; wheat germ for animal consumption; wood chips for the manufacture of wood pulp; wreaths of natural flowers; fodder for animals; bedding and litter for animals; natural turf; fresh nuts.

### Class 32

Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages; ale; beer; lager; pilsner; porter; shandy; stout; kvass; lowalcohol beer; non-alcoholic ciders; non-alcoholic wines; non-alcoholic aperitifs; beverages containing vitamins; beverages

enriched with added vitamins; Whey beverages; non-alcoholic cocktails; energy drinks; energy drinks containing caffeine; flavoured carbonated beverages; fruit juice; gurana drinks; honey-based beverages; isotonic beverages; isotonic drinks; hypertonic and hypotonic drinks (for use and/or as required by athletes); sports drinks; non-alcoholic malt free beverages; non-dairy milk; table waters; tomato juice [beverage]; vegetable juices; waters; effervescent (sherbet) tablets and effervescent powders for drinks; smoothies (non-alcoholic fruit beverages); malt wort; malt beer; beer-based cocktails; ginger ale; ginger beer; hop extracts for manufacturing beer.

### Class 33

Alcoholic beverages (except beers); alcoholic beverages containing fruit; alcoholic essences; alcoholic extracts; aperitifs; bitters; brandy; cachaca; calvados; cream liqueurs; cider; cocktails; curacao; digesters [liqueurs and spirits]; distilled beverages; alcoholic fruit extracts; gin; grappa; hydromel [mead]; kirsch; liqueurs; nira [sugarcane-based alcoholic beverage]; peppermint liqueurs; perry; piquette; pre-mixed alcoholic beverages (other than beer-based); rice alcohol; rum; sake; spirits [beverages]; tequila; vodka; whisky; wine; alcoholic energy drinks; alcoholic punches; blended whisky; bourbon whiskey; calvados; carbonated alcoholic beverage; distilled beverages and spirits; flavoured spirits; grappa; liqueurs containing cream; low alcoholic drinks; low alcoholic wine; malt whisky; mulled wines; port; port wines; rum punch; sangria; schnapps; sherry; sparkling wines; tequila; vermouth.

### Class 34

Tobacco; smokers' articles; matches; match holders; tobacco pipes; tobacco pipes (absorbent paper for -); pipe cleaners; tobacco pouches; cigarettes; cigarettes containing tobacco substitutes, not for medical purposes; cigarette paper; cigarette filters; cigars; cigar cases; cigar cutters; cigarillos; herbs for smoking; ashtrays for smokers; electronic cigarettes; electronic cigars; electronic cigarette atomizers; electronic cigarette cartomizers; electronic cigarette cleaners; electronic smoking pipes; electronic shisha pipes; flavourings, other than essential oils, for use in

electronic cigarettes; liquid nicotine solutions for use in electronic cigarettes; humidors; lighters for smokers; snuff; snuff boxes.

### Class 35

Advertising; business management; business administration; office functions; advertising by mail order; advertising management; advertising services, namely, promoting the goods and services of others; classified advertising services; demonstration of goods; development of advertising articles; distribution of samples; direct mail advertising; dissemination of advertising matter; dissemination of advertising for others via an online electronic communications network; layout services for advertising purposes; modelling for advertising or sales promotion; rental of advertising space; online advertising on computer networks; online advertising on the Internet and other global computer network systems; organisation of exhibitions for commercial or advertising purposes; organisation of trade fairs for commercial or advertising purposes; outdoor advertising; promoting the goods and services of others through limited availability discount offers via an on-line electronic communications network; providing a searchable on-line advertising guide featuring the goods and services of others; radio advertising; renting out of advertising time in communication media; retail advertising services, namely the dissemination of advertising matter for others via an online electronic communications network; updating of advertising material; television advertising; market analysis; marketing research; market research and information services; opinion polling; public relations; public relations services; publication of publicity texts; publicity agencies; transcription; publicity texts (writing of -); rental of publicity material; employment agencies; personnel recruitment; psychological tests in connection with selection of personnel; personnel recruitment consultancy; promoting the use of energy from wind turbine farms; promoting the use of energy from solar farms; accounting; administrative processing of purchase orders; assistance with the procurement of goods and services, for others; assistance with purchasing goods and services, for others; audit services; bookkeeping; business assistance for artists and performers; business appraisals; business information services; business inquiries; business investigations; business management

assistance services; business management consultancy; business organisation consultancy; commercial administration of the licensing of the goods and services of others; commercial information agency services; commercial management assistance; compiling of cost analyses; copying of documents; cost analysis; document reproduction; drawing up of statements of account; economic forecasting; efficiency expert services; industrial management assistance; invoicing services; photocopying; preparation of payrolls; preparation of tax returns; professional business consultancy services; providing an on-line commercial information directory; relocation services for businesses; rental of copiers; rental of vending machines; research for sponsorship; secretarial services; shorthand; telephone answering for unavailable subscribers; transcription; typing; word processing; compilation and systemisation of data into computer databases; compilation of business information into a searchable databases available via a global computer network; compilation of computer databases for transmitting, displaying and storing transaction, identification and financial information; compiling of information into computer databases; compiling statistics; computerised data management; computerised database management services; computerised processing of on-line purchase orders; database management services; providing an on-line commercial information directory; provision of business information via a searchable database and via a global computer network; searching for data in computer databases, for others; searching for data in computer files, for others; sorting and editing of information in computer databases; administration of a discount program for enabling participants to obtain discounts on shipping services through use of a discount membership program and variable rate shipping program; arranging newspaper subscriptions (for others); arranging telecommunications subscriptions, for others; arranging media subscriptions, for others; online retail of music in digital or stored media form; computerised online ordering of services for others of general goods and general consumer goods; customer loyalty program services featuring rewards in the form of discounted shipping services; database services to enable others to conveniently view and select services from a website; dissemination of advertising for others via the internet; promoting the goods and services of others through limited availability discount offers via the internet; the

collection of a selection of service providers to enable others to conveniently view and select these services from a website; auction services; auctioning; auctioneering services; business intermediary services for the sale and purchase of goods and services; comparison services (price -); computerized on-line ordering of services for general merchandise and general consumer goods; import and export agencies; information services, namely, providing information about retail products to customers, featuring the availability of specific products of interest to them; online business information services, namely analyzing an individual's preferences and providing product reviews and recommendations; on-line ordering services; order fulfilment services, namely services relating to order processing; presentation of goods on communication media, for retail purposes; price comparison; product merchandising; sales promotion for others; sales promotion (for others); shopwindow dressing; subscriptions to books, reviews, or comic books; the bringing together for the benefit of others of telecommunications, financial services (consumer credit), travel and accommodation, computer consultancy/e-commerce services, website hosting, sales and auction services enabling others to conveniently view and select and purchase those services from a website; retail services and online retail services in connection with sale of chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry, unprocessed artificial resins, unprocessed plastics, manures, fire extinguishing compositions, tempering and soldering preparations, chemical substances for preserving foodstuffs, tanning substances, adhesives used in industry, adhesives for paperhanging, adhesives for wall tiles, automobile body fillers, batteries (acidulated water for recharging -), beer preserving agents, beer-clarifying and preserving agents, brake fluid, car body fillers, coolants for vehicle engines, fish meal fertilizers, flower preservatives, photographic paper; retail services and online retail services in connection with sale of paints, varnishes, lacquers, preservatives against rust and against deterioration of wood, colorants, mordants, raw natural resins, metals in foil and powder form for use in painting, decorating, printing and art, dyes, enamels, painters colours, distempers, lacquers, paint and varnish driers, wood preservatives, wood stains, anti-corrosive and anti-fouling compositions, anti-corrosive oils, preservatives against rust, raw natural resins,

metals in foil and powder form for painters, decorators and artists, shoe dyes, leather stains, wallpaper removing preparations, glaziers' putty, photocopiers (toner cartridges, filled, for printers and -), printers and photocopiers (toner cartridges, filled, for -), printers' pastes [ink], turpentine [thinner for paints], undercoating for vehicle chassis, undersealing for vehicle chassis; retail services and online retail services in connection with sale of bleaching preparations and other substances for laundry use, cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, dentifrices, air fragrancing preparations, aromatics [essential oils], incense, joss sticks, oils for perfumes and scents, potpourris [fragrances], sachets for perfuming linen, scented water, scented wood, after-shave lotions, antiperspirants [toiletries], shaving preparations, eau de Cologne, musk [perfumery], cosmetic preparations, lotions for cosmetic purposes, make-up, perfumes, soap, toiletries, body sprays, beauty care preparations, non-medicated preparations for the application to, condition and care of the hair, scalp, skin and nails, sun-tanning preparations, sunscreen preparations, breath preparations, hair preparations, hair lotions, shampoos, conditioners, skin care preparations, non-medicated preparations for the application to, condition and care of the hair, scalp, skin and nails, false nails, nail varnish, laundry preparations, grinding preparations, waxing substances and preparations, emery, pumice stone, vehicle cleaning preparations, fabric conditioners, detergent soap, fabric softeners, laundry bleaching preparations, soap powders, washing powder, washing soda, leather and shoe cleaning and polishing preparations, abrasive cloth, abrasive paper, adhesives for cosmetic purposes, anti-static preparations for household purposes, emery cloth, emery paper, lacquer-removing preparations, shampoos for pets, degreasers and grinding preparations, growth preparations for hair; retail services and online retail services in connection with sale of industrial oils and greases, lubricants, dust absorbing, wetting and binding compositions, fuels [including motor spirit] and illuminants, candles and wicks for lighting, unfragranced candles, scented candles, nightlights [candles], Christmas tree candles, candles in tins, briquettes, fire lighters, kindling, industrial wax, lamp oil, BBQ lighting fuel, charcoal, coal, coke, wood for burning, firelighters, petrol, lighting fuel, lubricating oil, industrial wax, petroleum jelly for industrial purposes, additives, non-

chemical, to motor-fuel, beeswax, carnauba wax, paraffin, electrical energy, tinder, wax [raw material]; retail services and online retail services in connection with sale of pharmaceuticals, medical and veterinary preparations, sanitary preparations for medical purposes, dietetic food and substances adapted for medical or veterinary use, food for babies, dietary supplements for humans and animals, plasters, materials for dressings, material for stopping teeth, dental wax, disinfectants, preparations for destroying vermin, fungicides, herbicides, air freshening and purifying preparations, analgesics, antiseptics, medicated bath preparations and salts, contact lens cleaning preparations and solutions, medicated confectionery, corn remedies, chemical preparations for the diagnosis for pregnancy, eye washes, nutritional supplements, dietetic foods adapted for infants, dietetic foods adapted for invalids, milk powder for babies, infant formula, filled first-aid boxes, herb teas and infusions, napkins and pants for incontinence, nappies, disposable nappies, disposable nappies made of cellulose, disposable nappies made of paper, menstruation pads and tampons, sanitary preparations, medicinal infusions, tissues impregnated with pharmaceutical lotions, medical preparations for slimming purposes, sunburn ointment and preparations for pharmaceutical purposes, contraceptive preparations, patches incorporating a pharmaceutical preparation, suppositories, veterinary preparations, animal washes, antiparasitic collars for animals, artificial sweeteners, skin care creams for medical use, medicated creams, vitamin preparations, solutions for contact lenses, contraceptives (chemical -), smoking cessation pharmaceutical preparations, tobacco-free cigarettes for medical purposes, adhesives for dentures, air purifying preparations, bracelets for medical purposes, breast nursing pads, cleaning preparations (contact lens -), clothing (deodorants for -) and textiles, dental abrasives, dental cements, tampons, sanitary knickers, sanitary napkins, sanitary pads, sanitary panties, sanitary tampons, sanitary towels, smoking herbs for medical purposes, soil-sterilising preparations, solutions for contact lenses, solutions for use with contact lenses; retail services and online retail services in connection with sale of common metals and their alloys, metal building materials, transportable buildings of metal, materials of metal for railway tracks, non-electric cables and wires of common metal, ironmongery, small items of metal hardware, pipes and tubes of metal, safes, ores,

gold solder, silver solder, armoured cabinets, bins, boxes, nuts, bolts, screws, hooks, catches, windows, blinds, doors, containers, cans, cat flaps, fasteners, barrels, nails, hinges, locks, keys, ladders (metal), shelving, greenhouses, cloches, huts, portable sheds and frames (all being metal or wholly or substantially of metal), articles for use as plumbing fittings, materials for use in plumbing, metallic foil, chains for animals, metal letter boxes, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of machine tools, motors and engines [except for land vehicles], machine coupling and transmission components [except for land vehicles], agricultural implements other than hand-operated, incubators for eggs, automatic vending machines, robots, industrial robots, laboratory robots, transportation robots, automated material handling systems composed of industrial equipment, namely, mobile drive units, configurable inventory pods, inventory stations, and maintenance stations, all for the processing and filing of orders at warehouses for distribution and manufacturing operations, beating machines, beverage preparation machines, electric blenders for household purposes, bread cutting machines, brewing machines, electric can openers, clippers [machines], coffee grinders, other than hand-operated, crushing machines, cutting machines, filling machines, filtering machines, electric food preparation machines, electric food processors, grinding machines, hand-held tools, other than hand-operated, ironing machines, electric kitchen grinders, electric kitchen machines, electric knives, electric slicing machines for kitchen use, electric machines and apparatus for cleaning, machines and apparatus for polishing [electric], machines for making pasta, meat choppers [machines], mixers [machines], mixing machines, pumps [machines], rinsing machines, sharpening machines, vacuum cleaners, electric whisks for household purposes, lawnmowers, cultivating machines, electric trimming machines, electric motors, drilling, cutting and grinding machines, hairdressing machines, spinning machines, spraying machines, fertilizing machines, knitting machines, sewing machines, bottle sealing and capping machines, blowing machines, spray gun for paint, atomizers (machines), boiler scale collectors, shearing machines for animals, picture making machines, clutches and gear boxes (other than for land vehicles), bags (vacuum cleaner -), cartridges for filtering machines, door openers and closers [machines], drill chucks [parts of machines],

drilling bits [parts of machines], glow plugs for diesel engines, igniting devices for internal combustion engines, sharpening wheels [parts of machines], vacuum cleaner hoses, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of hand tools and implements [hand-operated], cutlery, side arms, razors, hand-operated choppers, hand-operated food processors, hand-operated food-slicers, non-electric can openers, cleavers, cutting tools [hand tools], files [tools], hand-operated garden tools, hand pumps, irons [non-electric hand tools], forks, knives, spoons, perforating tools [hand tools], non-electric pizza cutters, punches [hand tools], scissors, scrapers [hand tools], sharpening instruments, shearers [hand instruments], spoons, table cutlery [knives, forks and spoons], canteens of cutlery, boxes adapted for cutlery, vegetable choppers, vegetable slicers, steak knives, hair cutting and removal implements, hair styling appliances, manicure tools, pedicure tools, food preparation implements, hand-operated agricultural implements and tools, hand operated gardening implements and tools, hand-operated landscaping implements and tools, fire tending implements, cutting, drilling, grinding, sharpening and surface treatment hand tools, fastening and joining tools, lifting tools and implements, beard clippers, blade sharpening instruments, clamps for carpenters or coopers, crimping irons, electric irons, straightening irons, crow bars, curling tongs, cuticle nippers, cutter bars, cutters, cutting bars, cutting tools [hand tools], emery files, hair clippers for personal use, hair-removing tweezers, knife steels, cuticle tweezers and nippers, hair-removing tweezers, pedicure sets, nail files, needle-threaders, scissors, nail clippers, cutlery for use with babies, children and infants, disposable tableware (cutlery) made of plastics, soft-tip spoons for use with babies, infants and children, pestle and mortar for pounding, shaving cases, razor cases, parts and fittings for all the aforesaid goods; retail store and online retail store services connected with the sale of electronic games, computer games, video games, electronic game software, computer game software, and video game software; retail store and online retail store services connected with the sale of streamed and downloadable pre-recorded electronic games; retail services and online retail services in connection with sale of scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching

apparatus and instruments, apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, apparatus for recording, transmission or reproduction of sound or images, magnetic data carriers, recording discs, compact discs, DVDs and other digital recording media, mechanisms for coin-operated apparatus, cash registers, calculating machines, data processing equipment, computers, computer software, fire-extinguishing apparatus, software, apparatus and instruments for reproducing sound, images or data, computers, laptop computers, notebook computers, netbook computers, computer firmware, computer hardware, computer hardware consisting of stand-alone voice controlled information devices, namely, cloud-connected and voicecontrolled smart audio speakers with virtual personal assistant capabilities, computer programmes, computer operating programs, computer peripherals, computer peripheral devices, computer cables, computer keyboards, computer mice, computer monitors, computer touchscreens, computer network routers and hubs, cases, covers, and stands for computers, monitors, displays, wires, cables, modems, printers, disk drives, adapters, adapter cards, cable connectors, plug-in connectors, electrical power connectors, docking stations, and drivers, printer components and accessories, namely, cables, blank computer discs, blank digital storage media, blank electronic storage media, blank smart cards, data storage apparatus, digital USB storage cards and card readers, flash card readers, DVD burners, DVD drives, memory cards and memory card readers, USB cables, USB hardware, USB-HUBS, USB drives, computer accessories, namely, computer leads for external computer cabling in the nature of firewire leads, USB leads, handheld computers, handheld personal computers, handheld media players, handheld multimedia players, tablet computers, software for tablet computers, application software for tablet computers, operating system programs for tablet computers, covers for tablet computers, leather cases for tablet computers, protective cases for tablet computers, stands for tablet computers, telephones, mobile phones, videophones, smart phones, application software for mobile phones, application software for smart phones, operating system programs for smart phones, electronic book readers, digital book readers, electronic bulletin boards, downloadable electronic books, downloadable electronic books, magazines, periodicals, newsletters,

newspapers, journals, and other publications, computer software for authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, displaying, storing and organizing text, graphics, images, and electronic publications, covers for electronic book readers, protective cases for electronic book readers, televisions, television apparatus and instruments, television receivers [TV sets] and television transmitters, smart televisions, settop boxes, transmitting and receiving apparatus for television broadcasting, software for televisions, application software for smart televisions, operating system programs for smart televisions, remote controls for televisions, portable and handheld electronic devices for transmitting, storing, manipulating, recording, and reviewing text, images, audio, video and data, including via global computer networks, wireless networks, and electronic communications networks and electronic and mechanical parts and fittings therefor, audio players, barcode readers, barcode scanners, calculators, car audio apparatus, digital audio players, digital video players, DVD players, electronic key fobs and tags, handheld media players, handheld scanner, MP3 players, MP4 players, portable media players, video players, cases for digital media players, covers for digital media players, cases for portable media players, covers for portable media players, global positioning system (GPS) devices, software for global positioning system (GPS) devices, software for global positioning system (GPS) navigation systems, personal digital assistants (PDAs), cases for personal digital assistants (PDAs), covers for personal digital assistants (PDAs), electronic personal organisers, projectors, namely, sound projectors and amplifiers, cameras, digital cameras, video cameras, camera cases, camera lenses, camera stands, camera tripods, headphones and earphones, microphones, radios, radio receivers, radio transmitters, smartbands, smart bracelets, smartwatches, speakers, wireless speakers, audio speakers, portable speakers, remote controls for portable and handheld electronic devices and computers, wireless remote controls for portable and handheld electronic devices and computers, digital electronic components and accessories, namely, holsters, carrying cases, and fitted plastic films known as skins for covering and providing a scratch proof barrier or protection specifically designed for computers, digital audio and media players, MP3 players, mobile phones, personal digital assistants, glasses, spectacles, 3D glasses,

anti-glare glasses, smartglasses, sports glasses, sunglasses, frames for glasses, lenses for glasses, goggles, sports goggles, virtual reality hardware, virtual reality headsets, virtual reality glasses, virtual reality software, computer game programs, computer game software, game software, interactive game software, interactive game programs, application development software, character recognition software, computer application software and embedded computer application software for mobile phones, smart phones and tablet devices namely, software that enables photos and videos from cameras found on mobile phones, smart phones and tablet devices to be shared in social media for social networking purposes, data synchronization software, database management software, downloadable cloud computing software, downloadable software, electronic mail and messaging software, voice recognition software, software for accessing, browsing and searching online databases, computer software for accessing movies, television shows, videos and music, software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information, software for the redirection of messages, software in the field of text, image and sound transmission and display, audio recordings, audio visual recordings, digital recordings, musical recordings, sound recordings, video recordings, animated films, cinematographic films, exposed photographic films or slides, motion picture films, pre-recorded films, recorded films, video films, downloadable audiobooks and digital audio files, downloadable audio, video and audiovisual content provided via computer and communications networks featuring movies, TV shows, videos and music, downloadable digital audio files featuring music, news, voice and spoken word, downloadable digital music provided from MP3 Internet web sites, digital music downloadable provided from MP3 internet web sites, digital music downloadable from the Internet, downloadable movies, downloadable music files, downloadable podcasts, downloadable pre-recorded audio and audiovisual content, information, and commentary, downloadable templates for designing books, short stories, storyboards, screenplays, comics, audio and video files, downloadable video files, downloadable video recordings, batteries, battery cables, battery cases, battery chargers, battery packs, batteries for mobile phones and smart phones, batteries for portable and handheld electronic devices, battery charging devices for

mobile phones and smart phones, battery charging devices for portable and handheld electronic devices, apparatus for connecting and charging portable and handheld electronic devices, converters, electrical power supplies, electrical connectors, wires, cables, and adaptors, transformers, power adapters, power cords, power chargers, video cables, extension cables, electrical and power cables, cleaning apparatus for magnetic or optical data media, cleaning apparatus for use with apparatus for recording or reproducing audio, video or data, parts and fittings for all of the aforesaid goods; retail services and online retail services in connection with sale of surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth, orthopedic articles, suture materials, babies' feeding apparatus, orthopaedic articles, suture materials, contraceptive appliances, devices and preparations, babies' bottles, babies' pacifiers [teats], breast pumps, breasts (artificial -), cases fitted for medical instruments, condoms, contraceptives, non chemical, crutches, ear plugs, ear plugs [ear protection devices], feeding bottle teats, feeding bottle valves, feeding bottles, floss for dental purposes, hair, maternity belts, prostheses (hair-), rings (teething), parts and fittings for the aforesaid goods; retail services and online retail services in connection with sale of apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes, barbecues, bath fittings, bath installations, shower fittings, fittings for basins, beverage cooling apparatus, drinking water (filters for -), electric blankets, (not for medical purposes), bread-making machines, bread toasters, electric lights, ceiling lights, wall lights, electric lights, decorative lights, solar lights, chandeliers, electric coffee machines, cookers, extractor hoods for kitchens, electric cooking utensils, fridges, freezers, cooling appliances and installations, electric deep fryers, electric fans for personal use, room fans, electric lamps, electric lights for Christmas trees, electric food steamers, hot water bottles, ice boxes, lamps, lampshade holders, lamp shades, lanterns for lighting, light bulbs, microwave ovens [cooking apparatus], multicookers, plate warmers, electric pocket torches, electric pressure cooking saucepans, kettles, electric kettles, kitchen ranges [ovens], lamps, lampshade holders, light bulbs, electric light bulbs, toilet seats, electric cafetieres, baths, shower baths, toilet seats and portable sanitary installations, sanitary apparatus and installations, toilet seat adaptors

and toilet seat adaptors for children, steriliser and sterilisation apparatus and equipment, sterilisers for babies' feeding bottles, disposable sterilisation pouches, steam sterilisation devices, UV sterilisation devices, travel sterilising devices for babies' bottles and feeding equipment, bicycle lights, coffee machines, bathroom installations and fittings including toilets, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of vehicles, apparatus for locomotion by land, air or water, aircraft, automobiles, bicycles, cars, drones, camera drones, civilian drones, electrically powered vehicles, motorcycles, trucks, unmanned vehicles, unmanned aerial vehicles (UAVs), electric vehicles, vans, delivery vans, remote control vehicles, other than toys, tyres and wheels for vehicles and bicycles, anti-theft alarms and devices for vehicles, adhesive rubber patches for repairing inner tubes, air pumps [vehicle accessories], anti-dazzle devices for vehicles, anti-skid chains, automobile tyres, brake pads for automobiles, covers (seat-) for vehicles, covers for vehicle steering wheels, harness (security-) for vehicle seats, headlight wipers, head-rests for vehicle seats, hub caps, luggage carriers for vehicles, luggage nets for vehicles, ski carriers for cars, trolleys, windows for vehicles, windscreen wipers, windscreens, windshield wipers, windshields, car tidies, boot tidies, licence holders, anti-glare and sun-strips, sun roofs, blinds, drinks holder for use in land vehicles, dog guards, roof racks, roof bars, roof top carriers, splash guards, anti-static strips, backrest and cushions adapted for use in land vehicles, puncture repair outfits, trailers, fog horns, grip mats, windscreen covers or screens for the protection against frost and/or sun, vehicle covers, snow chains, tyre grips, booster-seats, child carrying seats, width indicators for bicycles, aerofoils for land vehicles, audible warning systems for cycles, baskets adapted for cycles, bicycle bells, bicycle brakes, bicycle chains, bicycle frames, bicycle handle bars, bicycle pumps, bicycle rims, bicycle saddles, bicycle spokes, bicycle stands, bicycle tyres, inner tubes for bicycles, pumps for bicycles, cycle water bottle cages, perambulators, pushchairs, baby carriages, covers for baby carriages, hoods for baby carriages, pushchair covers, pushchair hoods, wheelchairs, wheelbarrows, trolleys, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of firearms, ammunition and projectiles, explosives, fireworks, sparklers [fireworks]; retail

services and online retail services in connection with sale of precious metals and their alloys, jewellery, jewellery, precious stones, badges of precious metal, beads for making jewellery, boxes of precious metal, imitation gold (objects of-), ivory [for jewellery], jewellery cases, key rings [trinkets or fobs], medals, objects of imitation gold, semi-precious stones, statues/statuettes of precious metal, horological and chronometric instruments, watches, wrist watches, clocks, movements for clocks and watches, cases for clock and watch-making, cases for clock and watchmaking, cases for watches [presentation], straps for wrist watches, watch bands, watch cases, watch chains, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of musical instruments, drum sticks, bows for musical instruments, cases for musical instruments, keyboards for musical instruments, keys for musical instruments, mouthpieces for musical instruments, music stands, music synthesizers, musical boxes, mutes for musical instruments, pedals for musical instruments, pegs for musical instruments, perforated music rolls, piano keyboards, piano keys, piano strings, plectrums, reeds, rolls (perforated music -), stands for musical instruments, tuning forks, tuning hammers, turning apparatus for sheet music, valves for musical instruments, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of fiction and non-fiction books on a variety of topics, series of fiction and non-fiction books, comic books, graphic novels, stories in illustrated form and comic book stories, storyboards, and artwork, periodicals in the field of comic book stories, storyboards, and artwork, paper, cardboard, printed matter and books, bookbinding material, photographs, stationery, stickers and adhesives for stationery or household purposes, artists' materials, paint brushes, typewriters and office requisites, instructional and teaching material, plastic materials for packaging, printers' type, printing blocks, printed matter in the field of computers, printed matter in the field of tablet computers, printed matter in the field of multi-media products, interactive products and online services, printed publications, books, magazines, newsletters, periodicals, brochures, booklets, pamphlets, manuals, journals, leaflets, greeting cards, advertising and promotional material, catalogues, catalogues relating to computer software, computer brochures, computer handbooks, computer hardware publications, computer hardware reference manuals, computer

hardware users guides, computer instruction manuals, computer manuals, publications relating to technology, digital technology and gadgets, catalogues relating to musical apparatus and instruments, catalogues relating to telecommunications apparatus, mobile phones, handheld and mobile digital electronic devices for the sending and receiving of telephone calls, faxes, electronic mail, video, instant messaging, music, audiovisual and other multimedia works, and other digital data, music books, music instruction manuals, music magazines, desk accessories, telephone and address books, agendas, diaries, calendars, posters, mounted and unmounted photographs, printed patterns for T-shirts and sweatshirts, display materials, decals and bumper stickers, booklets for sale with audio tapes, decalcomanias, diaries, gift cards, gift vouchers, labels, maps, diaries, dictionaries, personal organizers, postage stamps, postcards, posters, paper replacement bags for vacuum cleaners, bags for microwave cooking of paper, disposable paper products, absorbent paper, tissues of paper, towels of paper, vouchers, gift boxes, gift bags, photographic printing paper, table cloths of paper, table mats of paper, table runners of paper, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of unprocessed and semi-processed rubber, gutta-percha, gum, asbestos, mica and substitutes for all these materials, plastics in extruded form for use in manufacture, packing, stopping and insulating materials, flexible pipes, not of metal, adhesive tapes, other than stationery and not for medical or household purpose, reinforcing materials and stuffing of rubber and plastic, sealant compounds for joints, insulators, flexible tubes, not of metal, caulking materials, cellulose acetate [semi-processed], chemical compositions for repairing leaks, compressed air pipe fittings, not of metal, cotton wool for packing [caulking], anti-pollution barriers, foam supports for flower arrangements [semi-finished products], gaskets, gloves (insulating), heat (non-conducting materials for retaining -), seals, soundproofing materials, synthetic resins [semi-finished products], waterproof packings, water-tight rings, weatherstripping, weatherstripping compositions, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of leather and imitations of leather, animal skins, hides, trunks and travelling bags, umbrellas and parasols, walking sticks, whips, harness and

saddlery, attaché cases, bags, bags for campers, bags for sports, beach bags, boxes of leather or leatherboard, card cases [notecases], cases of leather or leatherboard, furniture coverings of leather or of imitation leather, garment bags for travel, handbags, hat boxes of leather or of imitation leather, haversacks, key cases, luggage tags, parasols, pocket wallets, purses, rucksacks, shopping bags, shoulder belts [straps] of leather or of imitation leather, suitcases, slings for carrying infants, tool bags, empty, travelling sets [leatherware], briefcases, belts, leather belts, animal collars and leashes, keys cases, laces, music cases, purses, satchels, wallets, fur and garments and articles made from fur, valises, vanity cases, not fitted, wheeled shopping bags, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of building materials (non-metallic), nonmetallic rigid pipes for building, asphalt, pitch and bitumen, non-metallic transportable buildings, monuments, not of metal, non-metallic outdoor blinds, parquet flooring, non-metallic floor tiles, non-metallic flooring and paving, non-metallic gates, gravestones, mantelpieces, marble, limestone, sandstone, mosaics, non-metallic swimming pools, aquarium gravel, bird baths [structures, not of metal], casement windows, not of metal, door casings, not of metal, door frames, not of metal, door panels, not of metal, doors, not of metal, drain pipes, not of metal, drain traps [valves], not of metal or plastic, fences, not of metal, window frames, not of metal, window glass, except glass for vehicle windows, wood for making household utensils, works of art of stone, concrete or marble, works of stonemasonry, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of furniture, mirrors, picture frames, unworked or semi-worked bone, horn, ivory, whalebone or mother-of-pearl, shells, meerschaum, yellow amber, Armchairs, barrels, not of metal, baskets, not of metal, bed bases, bed casters, not of metal, bedding, except linen, bed fittings, not of metal, beds, beds for household pets, bedsteads of wood, benches [furniture], bolsters, bottle racks, boxes of wood or plastic, broom handles, not of metal, casks, not of metal, chairs [seats], chests, not of metal, chests of drawers, chopping blocks [tables], clips, not of metal, for cables and pipes, closures, not of metal, for containers, clothes hooks, not of metal, coat hangers, coatstands, containers, not of metal [storage, transport], corks, covers for clothing [wardrobe], crates, cupboards, curtain holders, not of textile material,

curtain hooks, curtain rails, curtain rings, curtain rods, curtain tie-backs, cushions, deck chairs, decorations of plastic for foodstuffs, desks, display boards, divans, door bells, not of metal, non-electric, door bolts, not of metal, door fasteners, not of metal, door fittings, not of metal, door handles, not of metal, door knockers, not of metal, dressing tables, easy chairs, fans for personal use, non-electric, figurines [statuettes] of wood, wax, plaster or plastic, filing cabinets, flower-pot pedestals, flower-stands [furniture], furniture fittings, not of metal, furniture of metal, furniture shelves, hampers [baskets], kennels and containers for household pets, hand-held mirrors [toilet mirrors], hat stands, hooks, not of metal, for clothes rails, house numbers, not of metal, non-luminous, indoor window blinds [shades] [furniture], inflatable furniture, inflatable publicity objects, interior textile window blinds, knobs, not of metal, ladders of wood or plastics, magazine racks, mannequins, mattresses, medicine cabinets, mirrors [looking glasses], mirror tiles, mobiles [decoration], office furniture, packaging containers of plastic, paper blinds, pegs [pins], not of metal, pillows, plate racks, poles, not of metal, racks [furniture], rattan, removable mats or covers for sinks, screens for fireplaces [furniture], screens [furniture], settees, shelves for storage, shelving units, showcases [furniture], sideboards, sleeping bags for camping, sleeping mats, sofas, statues of wood, wax, plaster or plastic, steps [ladders], not of metal, step stools, not of metal, stools, tables, table tops, tool boxes, not of metal, empty, towel dispensers, fixed, not of metal, towel stands [furniture], trays, not of metal, trolleys [furniture], umbrella stands, washstands [furniture], wind chimes [decoration], window fasteners, not of metal, window fittings, not of metal, works of art of wood, wax, plaster or plastic, non-metal bins, bathroom furniture, storage furniture, oil drainage containers, blanking plugs, non-metallic L plates and nationality plates, non-metallic signs, licence holders (non-metallic), non-metallic fasteners, nuts and washers, water containers, tool boxes and trolleys (non-metallic), slatted indoor blinds, work benches, sleeping bags, folding chairs, folding stools and folding beds, cushions, air beds, baskets, clothes hangers, number plate digits, non-metallic cable straps, shelving, cabinets, storage boxes, crates, mirrors, fuel containers, book supports, baskets, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of household or kitchen utensils and containers, combs and sponges, brushes [except

paintbrushes], brush-making materials, articles for cleaning purposes, steelwool, unworked or semi-worked glass [except glass used in building], glassware, porcelain and earthenware, abrasive pads for kitchen purposes, basins [receptacles], baskets for domestic use, basting spoons [cooking utensils], beaters, non-electric, beer mugs, beer glasses, beer tankards, blenders, non-electric, for household purposes, bottle openers, electric and non-electric, bottles, bowls [basins], bread baskets, domestic, bread bins, bread boards, brooms, brush goods, buckets, candelabra [candlesticks], candle extinguishers, candle jars [holders], candle rings, carpet sweepers, cauldrons, ceramics for household purposes, champagne buckets, champagne flutes, china ornaments, chopsticks, cleaning instruments, hand-operated, clothes-pegs, cloths for cleaning, coasters, not of paper and other than table linen, cocktail shakers, cocktail stirrers, coffee filters, non-electric, coffee grinders, hand-operated, coffee percolators, non-electric, coffeepots, non-electric, coffee services [tableware], containers for household or kitchen use, cooking pots, cooking pot sets, cooking skewers of metal, cooking utensils, non-electric, coolers [ice pails], corkscrews, electric and non-electric, cruets, crushers for kitchen use, non-electric, crystal [glassware], cups, cutlery trays, cutting boards for the kitchen, decanters, deep fryers, non-electric, deodorising apparatus for personal use, dish covers, dishes, disposable table plates, drinking glasses, drinking straws, drinking vessels and barware, dustbins, earthenware, egg cups, figurines [statuettes] of porcelain, ceramic, earthenware or glass, fitted picnic baskets, including dishes, flasks, flower pots, food steamers, nonelectric, frying pans, funnels, gardening gloves, garlic presses [kitchen utensils], glass bowls, glasses [receptacles], glass, unworked or semi-worked, except building glass, gloves for household purposes, graters for kitchen use, grills [cooking utensils], heat-insulated containers, heat-insulated containers for beverages, hip flasks, holders for flowers and plants [flower arranging], hot pots, not electrically heated, ice cube molds [moulds], indoor aquaria, indoor terrariums [plant cultivation], ironing board covers, shaped, ironing boards, kettles, non-electric, kitchen containers, kitchen grinders, non-electric, kitchen utensils, lunch boxes, mills for domestic purposes, hand-operated, mixing spoons [kitchen utensils], mops, mugs, mug sets, nail brushes, napkin holders, napkin rings, oven mitts, paper plates, pastry cutters, pepper mills, hand-operated, perfume

vaporizers, pie servers, pitchers, polishing apparatus and machines, for household purposes, non-electric, porcelain ware, potholders, pot lids, pots, pottery, pressure cookers [autoclaves], non-electric, rolling pins, domestic, salad bowls, salt cellars, saucers, scoops [tableware], services [dishes], shaving brushes, shaving brush stands, soap boxes, soap dispensers, soap holders, soup bowls, spatulas [kitchen utensils], spice sets, statues of porcelain, ceramic, earthenware or glass, strainers for household purposes, sugar bowls, table plates, tableware, other than knives, forks and spoons, tankards, teapots, tea services [tableware], toilet brushes, toilet cases, toilet paper dispensers, toilet utensils, toothbrushes, towel rails and rings, trays for domestic purposes, utensils for household purposes, vases, vegetable dishes, washtubs, waste paper baskets, watering devices, wine coolers, wine decanters, wine glasses, window-boxes, works of art of porcelain, ceramic, earthenware or glass, jars, jugs, bottles, vases, planters, plaques, oven gloves canister sets, cake tins, baking tins, household storage containers, food storage containers, food storage jars, household trays, food servers, chinaware, decorative china, cafetieres, pedal bins, laundry bins, laundry baskets, bathroom articles, shower articles, dusters, wipes and skins of chamois, all for cleaning purposes, buckets, ice scrapers, steel wool, non-metallic utensils and hollowware, including water bottles, non-electric kettles, water carrying utensils for camping and picnicking, and metal picnic trays, glass fibre cloths and mats, for use in the repair of motor vehicle bodies and of the like, cup holders, dispensers and dispensing apparatus, deodorising apparatus, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of yarns and threads, for textile use, sewing cottons, spun cotton, spun wool, spun silk, thread of metal for embroidery, threads of plastic materials for textile use; retail services and online retail services in connection with sale of textiles and substitutes for textiles, bed covers, table covers, bath linen, except clothing, bath mitts, bed blankets, bed clothes, bed linen, cloth, coasters [table linen], covers for cushions, covers [loose] for furniture, curtain holders of textile material, curtains of textile or plastic, fabric, fabrics for textile use, face towels of textile, flannel [fabric], handkerchiefs of textile, household linen, mattress covers, net curtains, non-woven textile fabrics, pillowcases, place mats, not of paper, shower curtains of textile or

plastic, sleeping bag liners, tablecloths, not of paper, table linen, not of paper, tablemats, not of paper, table napkins of textile, table runners, textile material, towels of textile, travelling rugs [lap robes], throws, tea towels, bath towels, beach towels, wall hangings of textile, blankets for household pets, bunting, canvas for tapestry or embroidery, cheese cloth, cloths for removing make-up, diaper changing cloths for babies, diapered linen, handkerchiefs of textile, mosquito nets; retail services and online retail services in connection with sale of clothing, footwear, headgear, aprons [clothing], bandanas [neckerchiefs], bath robes, belts [clothing], bibs, not of paper, boots, cap peaks, caps [headwear], coats, dressing gowns, dresses, ear muffs [clothing], gloves [clothing], hats, headbands [clothing], hoods [clothing], hosiery, jackets [clothing], jerseys [clothing], knitwear [clothing], leggings [leg warmers], leggings [trousers], masquerade costumes, money belts [clothing], muffs [clothing], outerclothing, overalls, overcoats, pajamas, paper clothing, paper hats [clothing], ready-made clothing, sandals, sashes for wear, scarfs, shawls, shirts, shoes, short-sleeve shirts, shower caps, skirts, sleep masks, sleepsuits, bodysuits, slippers, socks, sweaters, tee-shirts, trousers, underwear, uniforms, vests, visors [headwear], waterproof clothing, babies' diapers of textile, masquerade costumes, money belts, spats / gaiters, stocking suspenders, studs for football boots, suspenders / braces for clothing, tips for footwear, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of lace and embroidery, ribbons and braid, buttons, hooks and eyes, pins and needles, artificial flowers, tea cosies, haberdashery except thread, dress body fasteners, dress fastenings, expanding bands for holding sleeves, false beards, false hair, false moustaches, hair barrettes, hair colouring caps, hair curlers other than hand implements non-electric, hair curling papers, hair curling pins, hair extensions, hair grips [slides], hair nets, hair ornaments, hair pins, hair slides, hair bands, heat adhesive patches for repairing textile articles, human hair, knitting needles, needle cushions, reins for guiding children, sewing boxes, sewing thimbles, shoe buckles, shoe eyelets, shoe fasteners, shoe laces, shoe ornaments trimmings for clothing, trouser clips for cyclists, wigs, zip fasteners, zip fasteners for bags, zippers, zippers for bags, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of carpets, rugs,

mats and matting, linoleum and other materials for covering existing floors, wall hangings [non-textile], bath mats, carpet tiles, decorative wall hangings, not of textile, door mats, floor coverings, non-slip mats, textile wallpaper, vinyl floor coverings, wallpaper, floor tiles, wall and ceiling coverings, matting, artificial turf, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of games and playthings, gymnastic and sporting articles, decorations for Christmas trees, Toys, dolls and accessories for dolls, plush toys, rattles, spinning tops, toy building blocks, toy action figures, toy vehicles, cars, bikes, scooters and tricycles, toy building structures and vehicle tracks, toy animals, play sets and play cases, toy models, toy guns, games, puzzles, fancy dress outfits being children's playthings, mobiles, ride on toy vehicles, ride on toys, toy furniture, toy musical equipment, toy pushchairs and prams, water and bath toys, inflatable toys, inflatable water toys, toy shovels, forks, spades, rakes and buckets, toy gardening equipment, dolls houses, toy household apparatus, toy hand tools and toy benches, toy food, toy walkie talkies and toy communication equipment, electronic activity toys, hand held electronic game apparatus, rocking toys, toys for babies while teething, toy tents, toy clocks, toy phones, toy CD players, toy radios, toy cameras, toy computers, toy MP3 players, toys to teach counting and the alphabet, pull along and push along toys, trampolines, toy pools (swimming), paddling pools and water slides, educational toys, educational toys for teaching colours, shapes, words, numbers, sounds and phrases, play houses, musical toys, baby gyms, play quilts and mats, baby swings, drawing toys, amusement machines, arcade video game machines, artificial fishing bait, artificial snow for christmas trees, bags especially designed for skis and surfboards, skis, billiard cue tips, caps for pistols [toys], chalk for billiard cues, christmas tree stands, christmas trees of synthetic material, confetti, cricket bags, exercise bicycles (rollers for stationary), fish hooks, floats for fishing, gaming machines for gambling, golf bags, golf bags, with or without wheels, joysticks for video games, kite reels, paper party hats, parts and fittings for all the aforesaid goods; retail services and online retail services in connection with sale of meat, fish, poultry and game, meat extracts, preserved, frozen, dried and cooked fruits and vegetables, jellies, jams, compotes, eggs, milk and milk products, edible oils and fats, almonds, ground, aloe vera prepared

for human consumption, anchovy, apple purée, bacon, beans, preserved, black pudding, broth, broth concentrates, butter, buttercream, caviar, charcuterie, cheese, clams [not live], cocoa butter, coconut butter, coconut, desiccated, coconut fat, coconut oil, compotes, condensed milk, corn oil, cranberry sauce [compote], crayfish (not live), cream [dairy products], croquettes, crustaceans (not live), curd, Dates, edible birds' nests, edible fats, edible oils, fish fillets, fish meal for human consumption, fish mousses, fish (not live), fish, preserved, frozen fruits, fruit-based snack food, fruit peel, fruit, preserved, fruit salads, game (not live), gelatine, gherkins, ginger jam, ham, herrings, hummus [chickpea paste], jellies, fruit jellies, Kefir [milk beverage], lard for food, lentils, preserved, liver, liver pâté, lobsters (not live), margarine, marmalade, meat jellies, meat, preserved, milk products, mushrooms, preserved, mussels (not live), nuts (prepared), olive oil for food, olives (preserved), onions (preserved), oysters (not live), palm kernel oil for food, palm oil for food, peanut butter, peanuts (processed), peas, preserved, pickles, pork, potato chips, potato flakes, poultry (not live), powdered eggs, prawns (not live), preparations for making bouillon, preparations for making soup, preserved garlic, processed fish spawn, processed seeds, raisins, rape oil for food, rennet, ryazhenka [fermented baked milk], salted fish, salted meats, sauerkraut, sausages, seaweed extracts for food, sesame oil, shellfish (not live), shrimps (not live), soups, preserved soya beans for food, soya milk [milk substitute], suet for food, tahini [sesame seed paste], tofu, tomato purée, tripe, preserved truffles, vegetable juices for cooking, vegetable soup preparations, cooked vegetables, dried vegetables, preserved vegetables, tinned vegetables, whey, whipped cream, white of eggs, yogurt, yolk of eggs, preparations made of soya, soup and soup products in powder or liquid form, preparations for making soup in powder or liquid form, milk shakes, milk powder for foodstuffs, dried meats, dried fish, desserts of yogurt, drinking yogurts, dairy products, cheese products, prepared meals, snacks and desserts; retail services and online retail services in connection with sale of coffee, tea, cocoa and artificial coffee, rice, tapioca and sago, flour and preparations made from cereals, bread, pastries and confectionery, edible ices, sugar, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice, allspice, almond confectionery, almond paste, aniseed, aromatic preparations for food, artificial coffee, baking powder, baking

soda, barley meal, bean meal, bee glue, beer vinegar, binding agents for ice cream, bread, bread rolls, breadcrumbs, buns, cake frosting [icing], cake powder, candy, capers, cereal bars, cereal-based snack food, cereal preparations, cheeseburgers [sandwiches], chewing gum, chips [cereal products], chocolate-based beverages, chocolate mousses, cocoa, cocoa-based beverages, coffee, coffee-based beverages, condiments, cookies, cooking salt, corn flakes, corn meal, couscous [semolina], crackers, custard, dessert mousses [confectionery], dough, dressings for salad, flavourings, other than essential oils, frozen yogurt [confectionery ices], garden herbs, preserved [seasonings], ginger [spice], gingerbread, glucose for culinary purposes, gluten additives for culinary purposes, gluten prepared as foodstuff, golden syrup, ham glaze, high-protein cereal bars, honey, ice cream, ice for refreshment, natural or artificial ice, iced tea, infusions (not medicinal), ketchup [sauce], lozenges [confectionery], marzipan, mayonnaise, meat gravies, meat pies, muesli, natural sweeteners, noodle-based prepared meals, noodles, nutmegs, oat-based food, oat flakes, oatmeal, palm sugar, pancakes, pasta, pasta sauce, pasties, pastry, peanut confectionery, pepper, peppermint sweets, peppers [seasonings], pesto [sauce], pies, pizzas, popcorn, pralines, puddings, quiches, ravioli, relish [condiment], rice cakes, royal jelly, rusks, sago, sandwiches, sauces [condiments], seasonings, semolina, sorbets [ices], soya sauce, spaghetti, spring rolls, sugar, sushi, tacos, tapioca, tarts, tea, tea-based beverages, thickening agents for cooking foodstuffs, tomato sauce, tortillas, turmeric for food, unroasted coffee, vinegar, waffles, wheat flour, wheat germ for human consumption, yeast, confectionery, non-medicated confectionery, frozen confectionery, sugar confectionery, chocolate, chocolate confections, confectionery in frozen form, confectionery bars, lozenges, pastilles, sweets, ice lollies, chocolates, biscuits, cakes, pastries, wafers, ricebased snack foods, wheat-based snack foods, noodle-based snack foods, ice cream and ice cream products, chilled and frozen confections and desserts, cold tea; retail services and online retail services in connection with sale of agricultural, horticultural and forestry products, raw and unprocessed grains and seeds, fresh fruits and vegetables, natural plants and flowers, live animals, foodstuffs for animals, malt, barley, fresh beans, beet, berries, fresh fruits, beverages for pets, bird food, bran, bran mash for animal consumption, bred stock,

bulbs, bushes, unprocessed cereal seeds, chestnuts, chicory roots, chicory [salad], Christmas trees, citrus fruit, raw cocoa beans, coconut shell, coconuts, crayfish, crustaceans, cucumbers, dog biscuits, fishing bait (live), natural flowers, fresh garden herbs, grains [cereals], fresh grapes, fresh leeks, fresh lemons, fresh lentils, lettuce, maize, malt for brewing and distilling, mushrooms, mussels, oats, oil cake, olives, onions, vegetables, oranges, pears, blueberries, plums, peaches, nectarines, cherries, kiwi fruit, celery, beetroot, peppers, avocado, mushrooms, tomatoes, lettuce, parsnips, asparagus, sprouts, cabbage, spring greens, courgette, garlic, sweet potatoes, plant seeds, plants, dried plants for decoration, potatoes, live poultry, rhubarb, unprocessed rice, seedlings, sesame, shellfish, spinach, sugarcane, wheat, wheat germ for animal consumption, wood chips for the manufacture of wood pulp, wreaths of natural flowers, fodder for animals, bedding and litter for animals, natural turf, fresh nuts; retail services and online retail services in connection with sale of beers, mineral and aerated waters and other non-alcoholic beverages, fruit beverages and fruit juices, syrups and other preparations for making beverages, ale, beer, lager, pilsner, porter, shandy, stout, kvass, low-alcohol beer, non-alcoholic ciders, non-alcoholic wines, non-alcoholic aperitifs, beverages containing vitamins, beverages enriched with added vitamins, Whey beverages, non-alcoholic cocktails, energy drinks, energy drinks containing caffeine, flavoured carbonated beverages, fruit juice, gurana drinks, honey-based beverages, isotonic beverages, isotonic drinks, hypertonic and hypotonic drinks (for use and/or as required by athletes), sports drinks, non-alcoholic malt free beverages, non-dairy milk, table waters, tomato juice [beverage], vegetable juices, waters, effervescent (sherbet) tablets and effervescent powders for drinks, smoothies (non-alcoholic fruit beverages), malt wort, malt beer, beer-based cocktails, ginger ale, ginger beer, hop extracts for manufacturing beer; retail services and online retail services in connection with sale of alcoholic beverages (except beers), alcoholic beverages containing fruit, alcoholic essences, alcoholic extracts, aperitifs, bitters, brandy, cachaca, calvados, cream liqueurs, cider, cocktails, curacao, digesters [liqueurs and spirits], distilled beverages, alcoholic fruit extracts, gin, grappa, hydromel [mead], kirsch, liqueurs, nira [sugarcane-based alcoholic beverage], peppermint liqueurs, perry, piquette, pre-mixed alcoholic beverages (other

than beer-based), rice alcohol, rum, sake, spirits [beverages], tequila, vodka, whisky, wine, alcoholic energy drinks, alcoholic punches, blended whisky, bourbon whiskey, calvados, carbonated alcoholic beverage, distilled beverages and spirits, flavoured spirits, grappa, liqueurs containing cream, low alcoholic drinks, low alcoholic wine, malt whisky, mulled wines, port, port wines, rum punch, sangria, schnapps, sherry, sparkling wines, tequila, vermouth; retail services and online retail services in connection with sale of tobacco, smokers' articles, matches, match holders, tobacco pipes, tobacco pipes (absorbent paper for -), pipe cleaners, tobacco pouches, cigarettes, cigarettes containing tobacco substitutes, not for medical purposes, cigarette paper, cigarette filters, cigars, cigar cases, cigar cutters, cigarillos, herbs for smoking, ashtrays for smokers, electronic cigarettes, electronic cigars, electronic cigarette atomizers, electronic cigarette cartomizers, electronic cigarette cleaners, electronic smoking pipes, electronic shisha pipes, flavourings, other than essential oils, for use in electronic cigarettes, liquid nicotine solutions for use in electronic cigarettes, humidors, lighters for smokers, snuff, snuff boxes.

### Class 36

Insurance; financial affairs; monetary affairs; real estate affairs; rental of real estate; accident insurance underwriting; actuarial services; antique appraisal; apartment house management; banking; brokerage; brokerage of carbon credits; business liquidation services, financial; charitable fund raising; check [cheque] verification; clearing, financial; credit bureaux; credit card services; charge card services; debit card services; debt advisory services; debt collection agencies; deposits of valuables; electronic funds transfer; exchanging money; financial analysis; financial consultancy; financial evaluation [insurance, banking, real estate]; financial information; financial management; financial sponsorship; financing services; financial advice; payment processing; financial transfers and transactions, and payment services; fiscal valuations; fund investments; guarantees; health insurance underwriting; hire-purchase financing; home banking; instalment loans; insurance brokerage; insurance consultancy; insurance information; insurance underwriting; issuance of credit cards; issue of tokens of value; issuing of travellers' checks [cheques]; jewelry appraisal;

leasing of farms; leasing of real estate; lending against security; life insurance underwriting; loans [financing]; marine insurance underwriting; mortgage banking; mutual funds; numismatic appraisal; organization of collections; pawnbrokerage; provident fund services; real estate agencies; real estate appraisal; real estate management; rent collection; rental of offices [real estate]; renting of flats; repair costs evaluation [financial appraisal]; retirement payment services; safe deposit services; savings bank services; securities brokerage; stamp appraisal; stock brokerage services; stock exchange quotations; travel insurance; insurance services relating to purchase protection, price protection and extended warranty for goods purchased using credit cards; extended warranty services; warranty insurance services; issuing of tokens and vouchers of value; issuing tokens of value in relation to customer loyalty schemes; the issuing of vouchers including for restaurants and cafés, entertainment events, cinema, television, on-demand television, online media, online content, hotels, accommodation, flights, travel, holidays, theatre, theme parks and activity days; savings schemes; financial services relating to the provision of vouchers for the purchase of goods and services; electronic payment services; automated payment of accounts; payment administration services; remote payment services; bill payment services; credit card payment processing; processing of payments for banks; fund raising for charity; provision of magnetic payment cards, bank cards, credit cards, cheque cards, cash cards, debit cards; information, advisory and consultancy services relating to all the aforesaid.

### Class 37

Building construction; repair; installation services; electrical appliance installation, maintenance and repair; installation, maintenance and repair of computers, cameras, sound and visual equipment, communication equipment, electronic organizers and electronic notepads; installation of kitchens, bathrooms and bedrooms; installation of fitted furniture; installation of fittings for buildings; installation services for kitchen and bathroom equipment; installation of fixtures and fittings for home and gardens; installation of fixtures and fittings for domestic premises; installation of interior partitions for buildings; installation of internal partitioning; installation of kitchen

appliances; installation of kitchen equipment; installation of heating apparatus; installation of sanitary apparatus; installation of windows and doors; building, insulating, heating equipment installation services; plastering, plumbing, wallpapering, painting, construction and varnishing services; machinery installation, maintenance and repair; mechanic services; service stations (petrol stations); automobile service stations; servicing of vehicles; vehicle maintenance and repair; vehicle breakdown assistance; vehicle fuelling services; vehicle valeting services; vehicle washing services; vehicle cleaning and polishing services; vehicle windscreen replacement services; rental of cleaning and washing equipment; rental of machine tools; tyre fitting tyre maintenance and repair; developing computer hardware and software for providing integrated telephone communication with computerized global information networks, including parts and accessories therefor; updating, maintenance and support services for hardware; information, advisory and consultancy services relating to all the aforesaid.

### Class 38

Telecommunications; information about telecommunication; information services provided by means of telecommunication networks relating to telecommunications; broadband services; wireless broadband communications services; communications by computer terminals; communications by fiber [fibre] optic networks; communications services for accessing a database, leasing of access time to a computer database, providing access to computer databases, rental of access time to a computer database; fixed line telecommunication services; information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Internet access services; Internet portal services; mobile telecommunications services; telecommunications portal services; mobile telecommunications network services; news agency services; operation of a network, being telecommunication services; providing access to databases; providing telecommunication channels for teleshopping services; providing telecommunications connections to a global computer network; providing user access to global computer networks; provision of access to platforms; provision of access to financial platforms;

provision of broadband telecommunications access; satellite transmission; services of a network provider, namely rental and handling of access time to data networks and databases, in particular the Internet; telecommunications routing and junction services; transmission of data and of information by electronic means in the nature of computer, cable, radio, teleprinter, teleletter, telephone, mobile phone, electronic mail, microwave, laser beam, communications satellite or electronic communication means; cellular telephone communication; communication via wireless electronic book reader; computer aided transmission of messages and images; delivery of messages by electronic transmission; electronic mail; electronic bulletin board services [telecommunications services]; electronic transmission of information and data; electronic transmission of voice, data and images through a global communications network; electronic transmission of entertainment reviews and information through computer and communications networks; email and text messaging services; facsimile transmission; message sending; paging services [radio, telephone or other means of electronic communication]; providing electronic communication of blogs; providing internet chatrooms; providing on-line electronic bulletin boards for the transmission of messages among computer users in the field of consumer product information; providing online forums, online messaging services; providing an online interactive bulletin board; teleconferencing services; telegraph services; telephone services; telex services; text and numeric digital wireless messaging services; transmission of digital files; transmission of electronic vouchers via mobile devices and the internet; transmission of greeting cards online; transmission of telegrams; videoconferencing services; voice mail services; wire service; audio broadcasting and transmission of educational and entertainment digital media; audio broadcasting of spoken word, music, concerts and radio programs; broadcasting services; broadcasting services relating to Internet protocol TV; cable television broadcasting; communication services for transmitting, caching, accessing, receiving, downloading, streaming, broadcasting, sharing, displaying, formatting, mirroring and transferring text, images, audio, video and data via telecommunications networks, wireless communications networks, and the internet; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; provision of access to Internet

protocol TV; radio broadcasting; streaming of video material on the Internet, a global computer network and other communications networks; streaming of audio material over the Internet, a global computer network and other communications networks; streaming of audio, visual and audiovisual material via the Internet or other computer or communications network; television broadcasting; telecommunication services, namely, electronic transmission of streamed and downloadable audio and video and multimedia content files via computer and other communications networks; transmission of podcasts; transmission of webcasts; wireless broadcasting; webcasting services; video-on-demand transmission services; providing online chat rooms and electronic bulletin boards; providing online forums for communication in the field of electronic games; providing video on-demand transmission of computer games; providing an online interactive electronic bulletin board in the field of comic book publishing, entertainment and the entertainment industry; providing access to an interactive database for transmission of messages among computer users and subscribers concerning music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and DVDs, and other household and consumer goods, product reviews and purchase information on the internet; providing an internet forum, online chat rooms and online communities for the transmission of messages among computer users; providing access to online directories, databases, current events websites and blogs, and on-line reference materials; providing access to auxiliary devices or electronic devices in the nature of providing telecommunication connectivity services for the transfer of images, messages, audio, visual, audiovisual and multimedia works among e-readers, mobile phones, smartphones, portable electronic devices, portable digital devices, tablets or computers; providing online chat rooms, internet forums and online communities for the transmission of photos, videos, text, data, images and other electronic works; providing an online network that enables users to access and share content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works; providing on-line network services that enable users to share content, photos, videos, text, data, images and other electronic works relating to entertainment, including, movies, television, audiovisual works, music, audio works,

books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals and exhibitions; providing on-line network services that enable users to share content, photos, videos, text, data, images and other electronic works relating to entertainment, including sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, fashion, multimedia presentations, history, language, liberal arts, math, business, science, technology, hobbies, culture, sports, arts, psychology, and philosophy; providing access to on-line portals for entertainment in the field of movies, television, audiovisual works, music, audio works, books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, fashion shows, and multimedia presentations; providing users with telecommunication access time to electronic communications networks with means of identifying, locating, grouping, distributing, and managing data and links to third-party computer servers, computer processors and computer users; providing directories for telephone numbers, business addresses, electronic mail addresses, network home page addresses, addresses and telephone number of people, places, and organizations; rental of access time to global computer networks; rental of facsimile apparatus; rental of message sending apparatus; rental of modems; rental of telecommunication equipment; rental of telephones; information, advisory and consultancy services relating to all the aforesaid services.

### Class 39

Transport; packaging and storage of goods; transportation and delivery of packages, boxes and freight by land vehicles and by aircraft; travel arrangement; bottling services; courier services [messages or merchandise]; transport and delivery of goods; delivery of goods by mail order; escorting of travellers; flower delivery; message delivery; packaging of goods; parcel delivery; refrigerator rental; rental of freezers; rental of storage containers; storage; storage information; storage of goods;

transport of travellers; transport reservation; transportation information; travel reservation; wrapping of goods; distribution services; transportation; transportation and delivery of food, fresh food, food products and goods; packing and crating of food, fresh food, food products and goods; refrigerated storage facilities; delivery of hampers containing food and drink; delivery of drinks prepared for consumption; delivery of tableware, glassware and table accessories; Air transport; aircraft rental; ambulance transport; armored-car transport; arranging of cruises; arranging of tours; barge transport; boat rental; boat storage; boat transport; booking of seats for travel; brokerage (Freight -); bus transport; car parking; car rental; car transport; carting; chauffeur services; coach (Motor -) rental; coach (Railway -) rental; delivery of goods; distribution of energy; electricity distribution; ferry-boat transport; franking of mail; freight-forwarding; freight [shipping of goods]; freighting; garage rental; hauling; horse rental; ice-breaking; launching of satellites for others; lighterage services; marine transport; newspaper delivery; operating canal locks; parking place rental; passenger transport; piloting; pleasure boat transport; portage; railway transport; refloating of ships; removal services; rental of diving bells; rental of diving suits; rental of motor racing cars; rental of vehicle roof racks; rental of warehouses; rental of wheelchairs; rescue operations [transport]; river transport; salvage of ships; salvaging; shipbrokerage; sightseeing [tourism]; stevedoring; storage (physical -) of electronically-stored data or documents; physical storage of electronic media, namely, images, text, video, and audio data; taxi transport; towing; traffic information; tram transport; transport and storage of waste; transport brokerage; transport by pipeline; transportation logistics; transporting furniture; truck (Railway -) rental; underwater salvage; unloading cargo; vehicle breakdown assistance [towing]; vehicle rental; water distribution; water supplying; wrapping of goods; information, advisory and consultancy services relating to aforesaid services.

#### Class 40

Treatment of materials; Treatment of materials using chemicals; air conditioning apparatus (rental of -); air deodorising; air freshening; animals (slaughtering of -); butchery; rental of cleaning equipment; applying finishes to textiles; blacksmithing;

cloth treating; cloth waterproofing; clothing alteration; colour separation services; destruction of waste and trash; engraving; flour milling; treatment of food products; food and drink preservation; food smoking; grinding; heating apparatus (rental of space -); generation of energy from wind turbine farms; generation of energy from solar farms; key cutting; photographic services; lithographic printing; paper photocomposing services; photographic film development; photographic printing; printing; processing of cinematographic films; processing of oil; production of energy; recycling of waste and trash; refining services; information, advisory and consultancy services relating to the aforesaid.

#### Class 41

Education; providing of training; entertainment; sporting and cultural activities; provision of information relating to entertainment; providing information, reviews and personalized recommendations in the field of entertainment; entertainment by film; film distribution; film editing; film production; film studios services; movie studios; movie studio services; movie schedule information services; television entertainment services; television production; television programming [scheduling]; television show editing; television show production; television studios services; television viewing guide services; scriptwriting services; dubbing services; subtitling; entertainment and educational services, namely, providing non-downloadable prerecorded cinema films, documentary films, motion pictures, films and television shows; entertainment and educational services, namely, providing non-downloadable pre-recorded cinema films, documentary films, motion pictures, films and television shows by means of audio and video transmission over the Internet, a global computer and other communications networks; entertainment and educational services, namely, providing non-downloadable pre-recorded cinema films, documentary films, motion pictures, films and television shows by means of audio and video transmission via video-on-demand transmission services; providing information, reviews, and recommendations regarding cinema films, documentary films, motion pictures, films and television shows; rental services, namely rental of cinema films, documentary films, motion pictures, films, television shows, video recordings, pre-recorded videotapes, digital

video disks; rental services, namely rental of cinema films, documentary films, motion pictures, films, television shows, video recordings, pre-recorded videotapes, digital video disks over the Internet, a global computer network and other communications networks; streaming prerecorded audio, visual and audiovisual works; theatre entertainment; theatre performances; theatre production; theatre productions; theatre services; theatre ticket booking services; provision of cinema or theatre facilities; audio entertainment services; club services (entertainment); music composition services; music entertainment services; music performances; music production; music publishing; music recording; publication of music online; radio entertainment services; Internet radio entertainment services; radio production; radio programming [scheduling]; recording studio services; songwriting; sound recording services; providing digital music [not downloadable] from the internet; providing digital music from mp3 internet web sites; providing digital music [not downloadable] from MP3 internet web sites; games services provided via the Internet or a global computer network; electronic games services provided via the Internet or a global computer network; publishing of interactive computer and video game software; providing games; providing online computer games; providing online electronic games; providing online video games; providing a computer game for use network-wide by network users; providing information, reviews, and recommendations regarding games, computer games, electronic games, video games; publishing services; on-line publishing services; publishing of books; publishing of audio books; publishing of electronic books; publishing of magazines; publishing of newspapers; publishing of periodicals; publishing of journals; providing online electronic publications (not downloadable); providing online audio books (not downloadable); providing online electronic books (not downloadable); providing online interactive stories; providing online magazines (not downloadable); providing online newspapers (not downloadable); providing online periodicals (not downloadable); providing information, reviews, and recommendations regarding books, audio books, electronic books, interactive stories, magazines, newspapers and periodicals; provision of information, news, articles and commentary in the field of entertainment and the entertainment industry; providing information, news, articles and commentary in the field of education

and educational institutions; providing opportunities for exchange of information and conversation regarding a wide variety of topics by means of live events and mailed information; providing information and commentary in the field of music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and DVDs, and other household and consumer goods; providing on-line reviews, ratings and recommendations of music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and DVDs, and other household and consumer goods; providing information, news, articles and commentary in the field of entertainment, including, movies, television, audiovisual works, music, audio works, books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, fashion shows, and multimedia presentations; education services in the nature of classroom instruction and on-line distance learning on topics of current events, education, history, language, liberal arts, math, business, science, hobbies, technology, culture, sports, arts, psychology, and philosophy; interactive educational services in the nature of computer-based and computer-assisted instruction on topics of current events, education, history, language, liberal arts, literature, math, business, science, hobbies, technology, culture, sports, arts, psychology, and philosophy; educational and entertainment services in the nature of podcasts, webcasts, and continuing programs featuring news and commentary in the field of movies, television programs, audiovisual works, music, audio works, books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, fashion, and multimedia presentations accessible via the internet or other computer on communications networks; providing pre-recorded audio, audiovisual, and multimedia works featuring entertainment, movies, television, audiovisual works, music, audio works, books, theatre, literary works, sporting events, recreational

activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, fashion shows, and multimedia presentations via the internet or other computer or communications networks; arranging of festivals for entertainment purposes; arranging of festivals for educational purposes; arranging of festivals for cultural purposes; organising of festivals; conducting of film festivals; organising of competitions; organising of sports competitions and sports events; translation services; arranging recognition and incentives by the way of awards and contests to demonstrate excellence in the field of entertainment; providing a searchable database featuring audio, video and audiovisual content available through the Internet, telecommunications networks and wireless telecommunications networks in the field of entertainment; providing a searchable on-line commercial database featuring screenplays, music, movies, television shows, multimedia presentations, computer software, audio files, comic books, and publications; providing a searchable online entertainment database featuring online non-downloadable digital games, movies, television shows, music and other digital text, audio and video files featuring books, magazines, news and information; providing a website featuring information, contests, text, video, audio, publications all related to entertainment; providing a website featuring non-downloadable audio, video and audiovisual content in the nature of recordings featuring movies, TV shows, videos and music; providing a website that allows users to review screenplays, movies, television shows, graphic images, storyboards and entertainment properties; providing databases featuring general news and information regarding movies, motion pictures, documentaries, films, television programs, graphics, animation and multimedia presentations, videos and DVDs, high density optical discs and other audiovisual works.

#### Class 42

Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; application service provider (ASP); application service

provider (ASP) featuring application programming interface (API) software including such software for the streaming, storage, and sharing of video games, content, data and information; application service provider (ASP) featuring software for use in database management; application service provider (ASP) featuring software for use in relation to visual images, namely, software for digital animation and special effects of images, video games, and motion pictures; application service provider (ASP), namely, hosting, managing, developing, and maintaining applications, software, and web sites, in the fields of personal productivity, wireless communication, mobile; application service provider (ASP), namely, providing, hosting, managing, developing and maintaining applications, software, websites and databases in the fields of ecommerce, on-line payments, order queuing, website design, data storage, shared computing capacity scaling, messaging services and calculation of website ranking based on user traffic; cloud computing; cloud computing featuring software for use in database management; cloud hosting of electronic databases; computer consulting; computer game design and development services; video game design and development services; computer hardware and software consultation and design; computer hardware, software, application, and network consulting services; computer programming; computer services relating to multimedia applications management, presentation and control, research, database management, facilities management and outsourcing; computer services, namely hosting a computerized on line search and ordering service featuring the wholesale and retail distribution of music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and DVDs, and other household and consumer goods; computer services, namely hosting an online database featuring a wide range of general interest information via the internet; computer services, namely remote hosting of operating systems and computer applications; computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking all in the field of entertainment and the entertainment industry; computer services, namely, creating virtual communities for users to participate in discussions, obtain feedback, form virtual communities, and engage in social

networking; computer services, namely, providing database servers of variable capacity to others; computer services, namely, providing search engines for obtaining general interest information; computer software design for others; computer software development in the field of mobile applications; computer software installation and maintenance; providing a website featuring technical information relating to computer software and hardware; constructing an internet platform for electronic commerce; consultancy services relating to multimedia applications management, presentation and control, computer programming, hardware, software and computer system design, specification and selection and electronic communication; creating an on-line community for registered users to participate in discussions, to share content, photos, videos, text, data, images and other electronic works, and engage in social networking; creating electronically stored web pages for online services and the internet; data warehousing; design and development of computer game software, telephones, mobile phones, videophones, cameras, monitors for television receiver, television receivers [TV sets] and television transmitters, remote controllers for television receiver [TV set], electronic notepads, magnetic data carriers, radio receivers, radio transmitters, video cameras and set-top boxes; design and development of computer hardware, software, firmware in the nature of, operating system programs and data synchronization programs, in the nature of application development tool programs for personal and handheld computers and mobile digital electronic devices; design and development of telephone-based information retrieval, redirection of messages, computer application for mobile phones, smart phones and tablet devices featuring mobile phone functionality; design and development of telephony management, mobile telephone, smartphone and tablet software; designing, managing and monitoring online forums for discussion; developing and maintaining apparatus for connecting and charging portable and handheld digital electronic devices, and user manuals in electronically readable, machine readable or computer readable form; developing and maintaining character recognition, electronic mail and messaging software; developing computer application software and embedded computer application software for handheld electronic devices in the nature of mobile phones, smart phones and tablet devices; developing and maintaining downloadable software

for accessing and managing of computer applications over a global computer network; developing computer programs for accessing, browsing and searching online databases; document data transfer from one computer format to another; editing, services for hardware, software and computer systems; elaboration and maintenance of web sites for third parties; hosting a website that gives users the ability to review various print, photographic, graphic image, and audio and video content and utilize a custom template to provide input, likes, dislikes, edits, changes, modifications, opinions, suggestions, and comments and engage in social, business and community networking; hosting an interactive database for transmission of messages among computer users and subscribers concerning music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and DVDs, and other household and consumer goods, product reviews and purchase information on the internet; hosting an online service for analyzing personal preferences and generating recommendations; hosting of digital content on global computer networks, wireless networks, and electronic communications networks; hosting of third party content, photos, videos, text, data, images, web sites and other electronic works; hosting operating systems and computer applications through the Internet; hosting, scaling and maintaining on-line databases for others; interactive hosting services which allow users to publish and share their own photos, videos, text, data, images online; maintenance and updating of software relating to computer, Internet and password security and prevention of computer, internet and password risks; managing web sites for others; mobile computer and mobile communications device hardware and software consultation and design; monitoring of computerized data and computer systems and networks for security purposes; Platform as a Service (PaaS); Platform as a Service (PaaS) featuring computer software platforms for use in database management; providing a virtual computing environment accessible via the Internet; providing a web site that gives computer users the ability to transmit, cache, receive, download, stream, broadcast, display, format, transfer and share content, photos, images, videos, text, visual works, audio works, audiovisual works, literary works, data, files, documents and other electronic works; providing a website featuring blogs and non-downloadable

publications in the field of entertainment, comics, screenplays, books, short stories; providing a website featuring non-downloadable software for database management; providing hosted operating systems and computer applications through the internet; providing information in the field of astronomy, weather, the environment, interior design, technology, computers, software, computer peripherals, computer hardware, geology, engineering, architecture, medical research, and product research and testing via the internet or other computer or communications networks; providing non-downloadable mobile communications device software for enhancing mobile access to the internet via computers, mobile computers, and mobile communications devices; providing non-downloadable software applications; providing on-line non-downloadable internet browser software; providing search engines; providing search platforms to allow users to request and receive content, photos, images, videos, text, visual works, audio works, audiovisual works, literary works, data, files, documents and other electronic works; providing software, non-downloadable, accessible over a global computer network, for managing computer applications; providing technical support services regarding the usage of communications equipment; providing temporary use of non-downloadable computer software and online facilities to enable users to access and download computer software; providing temporary use of on-line non-downloadable cloud computing software for use in electronic storage of data; providing temporary use of online non-downloadable computer software that generates customized recommendations of software applications based on user preferences; providing temporary use of on-line non-downloadable software and applications for accessing streaming audio and video files, games, social networks, text files and multimedia files; providing temporary use of on-line non-downloadable software and applications for accessing streaming audio and video files, games, social networks, text files and multimedia files; providing temporary use of on-line non-downloadable software development tools for the design and development of electronic games; providing, developing and designing software, non-downloadable, accessible over a global computer network, for managing computer applications; rental of computing and data storage facilities of variable capacity; rental of web servers; Software as a Service (SaaS); Software as a Service (SaaS) services

featuring software for use in database management; technical support services, namely, troubleshooting of computer game software problems; technical support services, namely, troubleshooting of computer hardware and software problems and mobile computer and mobile communications device hardware and software problems; website maintenance, creation and hosting services.

#### Class 43

Services for providing food and drink; temporary accommodation; provision of food and drink for consumption both on and off premises; food and menu planning; food preparation services; food display services; bar services; canteens; food and drink catering; rental of chairs, tables, table linen, tableware and glassware; rental of cooking apparatus; rental of drinking water dispensers; rental of lighting apparatus other than for theatrical sets or television studios; rental of meeting rooms; rental of temporary accommodation; rental of tents; rental of marquees; rental of transportable buildings; self-service restaurants; snack-bars; temporary accommodation reservations; wine bars; brassiere services; café services; delicatessens [restaurants]; fast food services; food preparation services; cocktail lounge services; tea room services; cafeteria services; restaurant services; banqueting services; provision of venues for parties, balls, weddings and events; hotel reservations; crèche services; information, advisory and consultancy services relating to the aforesaid services.

#### Class 44

Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services; animal breeding; animal grooming; aromatherapy services; chiropractics; dentistry; farming equipment rental; flower arranging; gardening; hairdressing salons; health care; health centers; horticulture; hospices; hospitals; landscape design; landscape gardening; lawn care; manicuring; massage; medical clinic services; medical equipment rental; nursing homes; nursing, medical; opticians' services; pet grooming; pharmacists' services to make up prescriptions; pharmacy advice; physiotherapy; plant nurseries; plastic surgery; psychologist (services of a -); public baths for hygiene purposes; sauna

services; solarium services; tattooing; telemedicine services; therapy services; tree planting for carbon offsetting purposes; tree surgery; vermin exterminating for agriculture, horticulture and forestry; veterinary assistance; weed killing; healthcare services; medical assistance; massage services; health spa services; gardening services; floristry services; beauty salons; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information and advisory services relating to the aforesaid services provided over a telecommunications network.

#### Class 45

Legal services; security services for the physical protection of tangible property and individuals; online social networking services; Internet-based social networking services; online social networking services accessible by means of downloadable mobile applications; online social networking services designed for people with a common desire to meet other people with similar interests; online social networking services in the field of entertainment; social networking services in the field of entertainment provided via a website and communications networks; introduction, personal relationship, and social networking services provided via the Internet or other computer or communications network; Internet based introduction, social networking and dating services; introduction, personal relationship, and social networking services provided via the Internet or other computer or communications network; on-line social networking services, namely, facilitating social introductions or interactions among individuals; providing contacts and facilitating introductions for the purpose of creating and developing productive personal relationships for people with a common desire to meet other people with similar interests; dating services; chaperoning; providing information in the field of social networking; providing information in the field of genealogy; legal advice; legal information services; legal support services; legal research services; intellectual property services; intellectual property consultancy; enforcement of intellectual property rights; licensing of intellectual property; management of intellectual property; protection of intellectual property; legal services

relating to the registration of trademarks; licensing of trademarks; management of trademarks; legal services relating to copyright licensing; legal services relating to the management and exploitation of copyright and ancillary copyright; legal services relating to the protection and exploitation of copyright for film, television, theatre and music productions; copyright licensing; copyright management; copyright protection; legal services relating to the exploitation of patents; licensing of patents; management of patents; licensing of computer software (legal services); arbitration; mediation; domain name advisory services; domain name registration services; consultancy relating to the registration of domain names; leasing of internet domain names; registration of domain names [legal services]; adoption agency services; baby sitting; baggage inspection for security purposes; civil protection services; detective agencies; evening dress and clothing rental; fire-fighting; funeral services; cremation; horoscope casting services; house sitting; pet sitting; inspection of factories for safety purposes; lost property return; lost property services; marriage agencies; missing person investigations; monitoring of burglar and security alarms; rental of fire alarms; night guards; opening of security locks; organizing and conducting religious meetings; personal background investigations; personal body guarding; security consultancy; providing a social networking website for entertainment purposes; providing on-line computer databases and on-line searchable databases in the field of social networking; providing searchable databases in the field of social networking.