




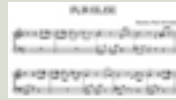



Type of Trademark	Description	Example
Word	A mark consisting only of words or letters, numerals, other standard typographic characters or a combination thereof.	NIKE
Figurative	A mark with non-standard characters, stylization or layout, a graphic feature or a color, including marks that only consist of figurative elements or of a combination of word and figurative elements.	
Shape	A mark consisting of, or extending to, a three-dimensional shape, including containers, packaging, the product itself or its appearance – whether or not combined with word elements, such as the classic Coca Cola bottles, or the packaging of the Toblerone bar.	
Position	A mark consisting of a position, such as the “red tab” on the back pocket of Levi’s jeans.	
Pattern	A mark consisting exclusively of a set of elements which are repeated regularly, such as a print of Louis Vuitton.	
Color	A mark that consists (i) exclusively of one color without contours; or (ii) exclusively of a combination of colors without contours, such as the color red of the reputed Swiss army knife of Victorinox, or the green/yellow color combination of John Deere.	
Sound	A mark consisting exclusively of a sound or combination of sounds, such as the first nine notes of Für Elise for the services of a trademark firm (previously registered by means of a stave), or the voice of Stephen Hawking inter alia for toys and software (in JPEG / MP3).	 Voice of Stephen Hawking
Motion	A mark consisting of, or extending to a movement or a change in the position of the elements of a mark, such as the falling orange (fluid) banner of Sony and the (moving) slogan of Vodafone (in MP4 (video) / JPEG – without sound!).	 The future is exciting. Ready? (video)
Multimedia	A mark consisting of, or extending to the combination of image and sound (in MP4 – video with sound!).	Universitat Oberta de Catalunya
Hologram	A mark consisting of elements with holographic characteristics (in JPEG, MP4).	Google hologram
Other	A mark of a type not stated above. In theory, this could be a scent mark for instance, although the question remains in what form registration should be done if a description of the scent, as in the adjacent example, cannot be used.	“Smell of freshly cut grass” for tennis balls.