

ICLG

The International Comparative Legal Guide to:

Trade Marks 2013

2nd Edition

A practical cross-border insight into trade mark work

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General Chapters:

1	The Race for “Modernity” in Shaping Trade Mark Policy Around the World – 2012 Developments - John Olsen, Edwards Wildman	1
2	Admissibility of Trade Mark Revocation Actions: Discrepancies Between the European and the French Approaches - Frank Valentin, De Gaulle Fleurance & Associés	4

Country Question and Answer Chapters:

3	Albania	Boga & Associates: Renata Leka & Ened Topi	9
4	Australia	Gilbert + Tobin: Lisa Lennon & Lauren Eade	17
5	Austria	Hausmaninger Kletter Attorneys-at-Law: Dr. Leonhard Reis	26
6	Belgium	Baker & McKenzie: Pierre Sculier & Elisabeth Dehareng	34
7	Brazil	Kasznar Leonardos Intellectual Property: Filipe da Cunha Leonardos & Claudio Roberto Barbosa	44
8	Canada	Bereskin & Parr LLP: Daniel R. Bereskin, Q.C. & Cynthia Rowden	54
9	Chile	Beuchat, Barros & Pfenninger: Andrés Melossi	61
10	China	CCPIT Patent and Trademark Law Office: Chumeng (Jessica) Xu	68
11	Cyprus	Papacharalambous & Angelides L.L.C: Eleni Papacharalambous & Coralia Papacharalambous	76
12	Czech Republic	Johnson Šťastný Kramář, advokátní kancelář, s.r.o.: Roman Šťastný & Eva Haisová	84
13	Ecuador	Quevedo & Ponce: Alejandro Ponce Martínez & Roque Albuja Izurieta	93
14	European Union	Bristows: Paul Walsh & David Kemp	99
15	France	Armengaud & Guerlain: Catherine Mateu	107
16	Germany	Hengeler Mueller: Dr. Wolfgang Kellenter & Dr. Andrea Schläffge	115
17	Greece	Law Offices of Patrinos & Kilimiris: Maria Kilimiris & Manolis Metaxakis	123
18	Hong Kong	Ella Cheong (Hong Kong & Beijing) Limited: Coral Toh & Vincent Oey	131
19	Hungary	Danubia Patent & Law Office: Michael Lantos	139
20	India	Subramaniam, Nataraj & Associates, Patent & Trademark Attorneys: Hari Subramaniam	145
21	Italy	Avvocati Associati Franzosi Dal Negro Setti: Vincenzo Jandoli & Dario Palmas	153
22	Japan	Anderson Mori & Tomotsune: Yasufumi Shiroyama & Ai Nagaoka	161
23	Kosovo	Boga & Associates: Renata Leka & Ened Topi	168
24	Luxembourg	Loyens & Loeff, avocats à la Cour: Véronique Hoffeld	175
25	Macedonia	Pepeljugoski Law Office: Professor Dr. Valentin Pepeljugoski & Ana Pepeljugoska	183
26	Malaysia	Tay & Partners: Su Siew Ling & Joanne Kong	193
27	Mexico	Olivares & Cia.: Alonso Camargo & Daniel Sanchez	202
28	Nigeria	Banwo & Ighodalo: Femi Olubanwo & Chinasa Uwanna	210
29	Philippines	SyCip Salazar Hernandez & Gatmaitan Law Offices: Vida M. Panganiban-Alindogan & Enrique T. Manuel	218
30	Portugal	Abreu Advogados: João Veiga Gomes & João Gonçalves Assunção	226
31	South Africa	DM Kisch Inc.: Andrew Papadopoulos & Derek Momberg	236
32	Spain	ELZABURU: Fernando Ilardia & Luis Baz	243
33	Switzerland	ThomannFischer: Daniel Plüss	253
34	Taiwan	TIPLo Attorneys-at-Law: J. K. Lin & H. G. Chen	260
35	Ukraine	Vasil Kisil & Partners: Oleksandr Mamunya & Yulia Chyzhova	270
36	UAE	Abu Ghazaleh Intellectual Property (AGIP): Amjad El Husseini & Karim El Gebaily	278
37	United Kingdom	Bristows: Paul Walsh & David Kemp	285
38	USA	Edwards Wildman: David I. Greenbaum & H. Straat Tenney	294
39	Vietnam	Pham & Associates: Pham Vu Khanh Toan	301

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Philippines

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1 Relevant Authorities and Legislation

1.1 What is the relevant Philippine trade mark authority?

The Intellectual Property Office of the Philippines (IPOPHIL) is the relevant trade mark authority.

1.2 What is the relevant Philippine trade mark legislation?

Republic Act 8293, otherwise known as the Intellectual Property Code of the Philippines (IP Code), is the relevant trade mark legislation.

2 Application for a Trade Mark

2.1 What can be registered as a trade mark?

Any visible sign capable of distinguishing the goods (trade mark) or services (service mark) of an enterprise, including a stamped or marked container of goods may be registered.

2.2 What cannot be registered as a trade mark?

A mark cannot be registered if it:

- a. Consists of immoral, deceptive or scandalous matter, or matter which may disparage or falsely suggest a connection with persons, living or dead, institutions, beliefs, or national symbols, or bring them into contempt or disrepute.
- b. Consists of the flag or coat of arms or other insignia of the Philippines or any of its political subdivisions, or of any foreign nation, or any simulation thereof.
- c. Consists of a name, portrait or signature identifying a particular living individual except by his written consent, or the name, signature, or portrait of a deceased President of the Philippines, during the life of his widow, if any, except by written consent of the widow.
- d. Is identical with a registered mark belonging to a different proprietor or a mark with an earlier filing or priority date, in respect of: (i) the same goods or services; (ii) closely related goods or services; or (iii) if it nearly resembles such a mark as to be likely to deceive or cause confusion.
- e. Is identical with, or confusingly similar to, or constitutes a translation of a mark which is considered by the competent authority of the Philippines to be well-known internationally and in the Philippines, whether or not it is registered here, as being already the mark of a person other than the applicant for

- f. registration, and used for identical or similar goods or services.
- f. Is identical with, or confusingly similar to, or constitutes a translation of a mark considered well-known in accordance with the preceding paragraph, which is registered in the Philippines with respect to goods or services which are not similar to those with respect to which registration is applied for.
- g. Is likely to mislead the public, particularly as to the nature, quality, characteristics or geographical origin of the goods or services.
- h. Consists exclusively of signs that are generic for the goods or services that they seek to identify.
- i. Consists exclusively of signs or of indications that have become customary or usual to designate the goods or services in everyday language or in *bona fide* and established trade practice.
- j. Consists exclusively of signs or of indications that may serve in trade to designate the kind, quality, quantity, intended purpose, value, geographical origin, time or production of the goods or rendering of the services, or other characteristics of the goods or services.
- k. Consists of shapes that may be necessitated by technical factors or by the nature of the goods themselves or factors that affect their intrinsic value.
- l. Consists of colour alone, unless defined by a given form.
- m. Is contrary to public order or morality.

2.3 What information is needed to register a trade mark?

The application for the registration of the mark shall contain:

- a. A request for registration.
- b. The name and address of the applicant who may be a person or juridical entity.
- c. The name of a State of which the applicant is a national or where he has domicile; and the name of a State in which the applicant has a real and effective industrial or commercial establishment, if any.
- d. Where the applicant is a juridical entity, the law under which it is organised and existing.
- e. The appointment of an agent or representative, if the applicant is not domiciled in the Philippines.
- f. Where the applicant claims the priority of an earlier application, an indication of:
 - (i) The name of the State with whose national office the earlier application was filed or if it was filed with an office other than a national office, the name of that office.
 - (ii) The date on which the earlier application was filed.

- (iii) Where available, the application number of the earlier application.
- g. Where the applicant claims colour as a distinctive feature of the mark, a statement to that effect, as well as the name or names of the colour or colours claimed and an indication, in respect of each colour, of the principal parts of the mark which are in that colour.
- h. Where the mark is a three-dimensional mark, a statement to that effect.
- i. One or more reproductions of the mark, as prescribed in the Regulations.
- j. A transliteration or translation of the mark or of some parts of the mark, as prescribed in the Regulations.
- k. The names of the goods or services for which the registration is sought, grouped according to the classes of the Nice Classification, together with the number of the class of the said Classification to which each group of goods or services belongs.
- l. A signature by, or other self-identification of, the applicant or his representative. If there is more than one applicant, all of them should be named as applicant but anyone may sign the application for and on behalf of all the applicants. If the applicant is a juridical person, any officer may sign the application on behalf of the applicant. In cases of co-ownership, each of the co-owners will sign the application.

One (1) application may relate to several goods and/or services, whether they belong to one (1) class or to several classes of the Nice Classification.

2.4 What is the general procedure for trade mark registration?

An application for registration is prosecuted *ex parte* by the applicant. Applications shall be examined for registrability in the order in which the complete requirements for grant of the filing date are received by the IPOPIL. If the filing requirements are not satisfied, the IPOPIL shall notify the applicant who shall, within one (1) month from the mailing date of notice, correct the application as required; otherwise, the application shall be considered withdrawn. Where the IPOPIL finds that the required filing conditions have been fulfilled, it shall, upon payment of the prescribed fee, cause the application, as filed, to be published in the prescribed manner, for opposition purposes. When the period for filing the opposition has expired, or when the Director of the Bureau of Legal Affairs (BLA) shall have denied the opposition, the Office, upon payment of the required fee, shall issue the certificate of registration. Upon issuance of a certificate of registration, notice thereof making reference to the publication of the application shall be published in the IPOPIL e-Gazette.

In all applications, the IP Code requires that a declaration of actual use with evidence to that effect must be filed within three (3) years from the filing date of the application. Otherwise, the application shall be refused or the mark shall be removed from the Register if registration has been issued in the meantime. The IPOPIL shall issue the registration certificate covering only the particular goods on which the mark is in actual use in the Philippines as disclosed in the declaration of actual use.

The registrant shall also file a declaration of use and evidence to that effect within one (1) year from the fifth anniversary of the date of the registration of the mark. Otherwise, the mark shall be removed from the Register by the IPOPIL.

2.5 How can a trade mark be adequately graphically represented?

The drawing of the mark shall be substantially the exact

representation thereof as actually used or intended to be used on, or in connection with, the goods or services of the applicant. Where the applicant wishes to claim colour as a distinctive feature of the mark, a statement to that effect, as well as the name or names of the colour or colours claimed and an indication, in respect of each colour, of the principal parts of the mark which are in that colour.

2.6 How are goods and services described?

The applicant must indicate the names of the goods or services for which the registration is sought, grouped according to the classes of the Nice Classification, together with the number of the class of the Nice Classification to which each group of goods or services belongs. The description of goods cannot include class headings of the Nice Classification and broad/indefinite terminologies, but must refer to definite, not overbroad, categories of goods. The applicant must provide specific/particular products falling within the broad categories.

2.7 What territories (including dependents, colonies, etc.) are or can be covered by a Philippine trade mark?

The trade mark protection granted in the Philippines is limited only in the Philippines.

2.8 Who can own a Philippine trade mark?

Natural and juridical persons may be registered owners of trade marks.

2.9 Can a trade mark acquire distinctive character through use?

Yes. The IPOPIL may accept as *prima facie* evidence that the mark has become distinctive proof of substantially exclusive and continuous use thereof by the applicant in commerce in the Philippines for five (5) years before the date on which the claim of distinctiveness is made.

2.10 How long on average does registration take?

The registration process takes about 6-12 months from the filing of the application.

2.11 What is the average cost of obtaining a Philippine trade mark?

The estimated total cost of obtaining a trade mark registration covering one class of goods or services from filing of the application (without a claim of Convention priority) up to the issuance of the certificate of registration may come up to approximately US\$1,500.

2.12 Is there more than one route to obtaining a registration in Philippines?

No, there is only one route.

2.13 Is a Power of Attorney needed?

The owner of a mark may file and prosecute his own application for

registration, or he may be represented by any attorney or another person authorised to practice in such matters by the IPOPHIL. Before any local agent will be allowed to file an application or take action in any case or proceeding, *ex parte* or *inter partes*, a power of attorney or authorisation must be filed in that particular case or proceeding. A power of attorney is required for, among others, filings, recordations and maintenance of a mark.

2.14 How is priority claimed?

An application claiming a priority right must be filed within six (6) months from the date the earliest foreign application was filed. A certified copy of the corresponding foreign application showing the date of filing together with an English translation must be filed within three (3) months from the date of filing in the Philippines. A certified copy of the priority registration certificate indicating the date of filing is also required to be filed.

2.15 Does Philippines recognise Collective or Certification marks?

The Philippines recognises collective marks as any visible sign designated as such in the application for registration and capable of distinguishing the origin or any other common characteristics, including the quality of goods or services of different enterprises which use the sign under the control of the registered owner of the collective mark. Certification marks are not recognised in the Philippines.

3 Absolute Grounds for Refusal

3.1 What are the absolute grounds for refusal of registration?

See question 2.2.

3.2 What are the ways to overcome an absolute grounds objection?

As regards signs or devices mentioned in paragraphs (j), (k), and (l) in question 2.2 above, nothing shall prevent the registration of any such sign or device which has become distinctive in relation to the goods or services for which registration is requested as a result of the use that has been made of it in commerce in the Philippines.

3.3 What is the right of appeal from a decision of refusal of registration from the Intellectual Property Office?

A refusal of registration by the IPOPHIL may be appealed in its entirety.

3.4 What is the route of appeal?

An applicant may, upon the final refusal of the Examiner to allow registration, appeal the matter to the Director of Trademarks. The decision or order of the Director of Trademarks shall become final and executory within thirty (30) days after receipt of a copy thereof by the appellant unless, within the said period, an appeal to the Director General has been perfected by filing a notice of appeal and paying the required fee.

4 Relative Grounds for Refusal

4.1 What are the relative grounds for refusal of registration?

See question 2.2. The grounds used by an examiner to refuse registration are the same grounds that may be raised by a third party to oppose or cause the cancellation of a registration.

4.2 Are there ways to overcome a relative grounds objection?

See question 3.2.

4.3 What is the right of appeal from a decision of refusal of registration from the Intellectual Property Office?

See question 3.3.

4.4 What is the route of appeal?

See question 3.4.

5 Opposition

5.1 On what grounds can a trade mark be opposed?

See question 2.2.

5.2 Who can oppose the registration of a Philippine trade mark?

Any person who believes that he would be damaged by the registration of a mark may oppose a registration.

5.3 What is the procedure for opposition?

The person, upon payment of the required filing fee and within thirty (30) days after publication, may file an opposition to the application. Upon the filing of an opposition, the IPOPHIL shall serve notice of the filing on the applicant, and of the date of the hearing thereof upon the applicant and the opposer and all other persons having any right, title or interest in the mark covered by the application. The IPOPHIL shall issue summons requiring the respondent-applicant to answer the petition. The respondent shall file his answer together with the sworn statements and documentary evidence and serve copies thereof upon the petitioner or opposer. Upon joinder of issues, the case will be referred to mediation. If the parties fail to settle the case during mediation, the preliminary conference shall be set. If the parties still fail to reach an amicable settlement during the preliminary conference, they will be required to submit their respective Position Papers, and thereafter, the matter shall be deemed submitted for resolution.

6 Registration

6.1 What happens when a trade mark is granted registration?

A certificate of registration of a mark shall be *prima facie* evidence of the validity of the registration, the registrant's ownership of the mark, and of the registrant's exclusive right to use the same in connection with the goods or services and those that are related

thereto specified in the certificate. After a mark or trade name or name or other mark of ownership has been registered, the statement, the drawings, and all documents relating to the case are subject to general inspection, and copies will be furnished upon payment of the required fees.

6.2 From which date following application do an applicant's trade mark rights commence?

An applicant's trade mark rights commence from the date of the issuance of the certificate of registration.

6.3 What is the term of a trade mark?

The registration of a mark is valid for ten (10) years from the date of the issuance of the certificate of registration.

6.4 How is a trade mark renewed?

The trade mark registration may be renewed for periods of ten (10) years at its expiration upon payment of the prescribed fee and upon filing of a request. Such request may be made at any time within six (6) months before the expiration of the period for which the registration was issued or renewed, or it may be made within six (6) months after such expiration on payment of the prescribed additional fees. The request should contain the following:

- a. An indication that renewal is sought.
- b. The name and address of the registrant or his successor-in-interest.
- c. The registration number of the registration concerned.
- d. The filing date of the application which resulted in the registration concerned to be renewed.
- e. Where the right holder has a representative, the name and address of that representative.
- f. The names of the recorded goods or services for which the renewal is requested or the names of the recorded goods or services for which the renewal is not requested, grouped according to the classes of the Nice Classification to which that group of goods or services belongs and presented in the order of the classes of the said Classification.
- g. A signature by the right holder or his representative.
- h. In case there has been material variation in the manner of display, five (5) sets of the new labels must be submitted with the application.

7 Registrable Transactions

7.1 Can an individual register the assignment of a trade mark?

Yes, the IPOPHIL may record the assignment of the application for registration of a mark, or of its registration upon submission of a request for recordation attaching the original notarised assignment document with the appointment of a resident agent and the relevant recordation fee.

7.2 Are there different types of assignment?

Yes. Trade mark applications/registrations may be assigned with or without the transfer of the goodwill of the business in which the mark is used. Moreover, trade mark applications/registrations may be assigned in whole or in part. If a trade mark application/

registration covers several classes of goods and services, some of the classes covered by the application/registration may be assigned. However, if the application/registration covers only one class of goods or services, the goods or services of interest may not be assigned partially.

7.3 Can an individual register the licensing of a trade mark?

Yes. As a general rule, the recordation of a trade mark licence agreement is not mandatory under the IP Code. The non-recordation of a licence agreement does not affect the enforceability or validity of the agreement. However, parties to a licence agreement must ensure that their contract complies with the mandatory and prohibited clauses of the IP Code, otherwise the contract will be deemed automatically unenforceable, as mentioned above.

Although the IP Code does not require recordation of a licence agreement for it to be valid, it requires recordation of the agreement with the trade mark registry for the agreement to have effect against third parties. Even without such recordation, however, the trade mark licence agreement remains valid as between the parties thereto.

Please note that recordation of a licence agreement with the trade mark registry differs from the registration of a licence agreement. Under the IP Code, while registration of the licence agreement with the Documentation, Information and Technology Transfer Bureau (DITTB), the office in the IPOPHIL which is responsible for registering TTAs, is not mandatory, it may become necessary in the following instances: (i) when a party files an application with the DITTB for exemption from the prohibited and mandatory provisions; or (ii) when a party requests a certification that the TTA conforms with the mandatory and prohibited provisions of the IP Code to enable the parties to avail themselves of preferential tax treatment under tax treaties.

Any trade mark licence agreement shall be applied for clearance with the Documentation Information and Technology Transfer Bureau (DITTB) of the Office and shall be recorded only upon certification by the Director of the DITTB that the agreement does not violate Sections 87 and 88 of the IP Code.

7.4 Are there different types of licence?

Yes. There are, among others, voluntary, compulsory, exclusive and non-exclusive licences in the Philippines.

7.5 Can a trade mark licensee sue for infringement?

The owner of a registered mark shall have the exclusive right to sue for infringement. An action for infringement initiated by a licensee must be made in the name of the trade mark owner.

7.6 Are quality control clauses necessary in a licence?

Yes. Any licence contract concerning the registration of a mark, or an application therefor, shall provide for effective control by the licensor of the quality of the goods or services of the licensee in connection with which the mark is used, otherwise, the licence contract shall not be valid.

7.7 Can an individual register a security interest under a trade mark?

Yes, they can.

7.8 Are there different types of security interest?

Yes. The following, among others, are recognised:

- a. Chattel Mortgage – trade marks are personal property that may be recorded in the Chattel Mortgage Registry as security for the performance of an obligation.
- b. Pledge – the rights to a mark may be pledged by delivering possession of the registration certificate to the creditor as security for the performance of an obligation.
- c. Such other security interest, provided they are not contrary to law, morals, good customs, public order or public policy.

8 Revocation**8.1 What are the grounds for revocation of a trade mark?**

A petition for the cancellation of a trade mark registration may be filed if, among others, the registered mark becomes the generic name for the goods or services, or has been abandoned, its registration was obtained fraudulently or contrary to the provisions of the IP Code, or if the registered mark is being used by, or with the permission of, the registrant so as to misrepresent the source of the goods or services on or in connection with which the mark is used, or if the registered owner of the mark without legitimate reason fails to use the mark within the Philippines.

A petition for cancellation may also be filed by the owner of a well-known mark that is not registered in the Philippines against an identical or confusingly similar mark.

8.2 What is the procedure for revocation of a trade mark?

A petition to cancel a registration of a mark under the IP Code may be filed with the Bureau of Legal Affairs. Insofar as applicable, the petition for cancellation shall be in the same form and procedure as that provided in question 5.3 above.

8.3 Who can commence revocation proceedings?

A petition to cancel a registration of a mark may be filed by any person who believes that he is or will be damaged by the registration of a mark.

8.4 What grounds of defence can be raised to a revocation action?

The following may be raised as a defence:

- a. Non-use of a mark may be excused if caused by circumstances arising independently of the will of the trade mark owner.
- b. The use of the mark in a form different from the form in which it is registered, which does not alter its distinctive character.
- c. The use of a mark in connection with one or more of the goods or services belonging to the class in respect of which the mark is registered shall prevent its cancellation or removal in respect of all other goods or services of the same class.
- d. The use of a mark by a company related to the registrant or applicant shall inure to the latter's benefit.

8.5 What is the route of appeal from a decision of revocation?

The decisions or final orders of the Director of Affairs shall become final and executory thirty (30) days after receipt of a copy thereof

by the parties, unless, within the same period, an appeal to the Director General has been perfected.

The decision of the Director General shall be final and executory unless an appeal to the Court of Appeals is perfected in accordance with the Rules of Court applicable to appeals from decisions of Regional Trial Courts. No motion for reconsideration of the decision or order of the Director General shall be allowed.

9 Invalidity**9.1 What are the grounds for invalidity of a trade mark?**

See question 8.1.

9.2 What is the procedure for invalidation of a trade mark?

See question 8.2.

9.3 Who can commence invalidation proceedings?

See question 8.3.

9.4 What grounds of defence can be raised to an invalidation action?

See question 8.4.

9.5 What is the route of appeal from a decision of invalidity?

See question 8.5.

10 Trade Mark Enforcement**10.1 How and before what tribunals can a trade mark be enforced against an infringer?**

All administrative complaints for violation of the IP Code or IP Laws shall be commenced by filing a verified complaint with the BLA of the IPOPHIL.

A civil or criminal complaint may be filed before the regional trial courts (RTC).

10.2 What are the pre-trial procedural stages and how long does it generally take for proceedings to reach trial from commencement?

For civil cases, proceedings are commenced by the filing of the complaint and the service of summons on the defendant. Upon receipt of the summons, the respondent shall file an Answer, setting out the defendant's affirmative and/or negative defences including any compulsory counterclaims and cross-claims. The case is then set for pre-trial conference, where the parties, among others, discuss the possibility of settlement or the referral of the case to alternative models of dispute resolution, proposed stipulation of facts, issues to be resolved, and documents and witnesses to be presented at trial. It may take anywhere from 6-12 months from the filing of the complaint for the case to reach trial proper in court.

For criminal cases, the complaint shall be filed with the Department of Justice or the office of the prosecutor that has jurisdiction over the offence charged. The information shall then be filed with the

court. The judge may immediately dismiss the case if the evidence on record clearly fails to establish probable cause. If he finds probable cause, he shall issue a warrant of arrest, or a commitment order if the accused has already been arrested. Arraignment shall then be conducted. Before conducting the trial, the court shall call the parties to a pre-trial. During the pre-trial, a stipulation of facts may be entered into, or the propriety of allowing the accused to enter a plea of guilty to a lesser offence may be considered, or such other matters as may be taken to clarify the issues and to ensure a speedy disposition of the case. The pre-trial shall be terminated not later than thirty (30) days from the date of its commencement, excluding the period for mediation and judicial dispute resolution.

10.3 Are (i) preliminary and (ii) final injunctions available and if so on what basis in each case?

Yes. A preliminary injunction may be granted when it is established: (a) that the applicant is entitled to the relief demanded, and the whole or part of such relief consists in restraining the commission or continuance of the act or acts complained of, or in requiring the performance of an act or acts, either for a limited period of perpetually; (b) that the commission, continuance or non-performance of the act or acts complained of during the litigation would probably work unfavourably against the applicant; or (c) that a party or any person is doing, threatening, or is attempting to do, or is procuring or suffering to be done, some act or acts probably in violation of the rights of the applicant respecting the subject to the action or proceeding and tending to render the judgment ineffectual. If, after trial, it appears that the applicant is entitled to have the act or acts complained of permanently enjoined, a final injunction perpetually restraining the party or person enjoined from further commission of the act or acts or confirming the preliminary mandatory injunction may be granted.

10.4 Can a party be compelled to provide disclosure of relevant documents or materials to its adversary and if so how?

Yes. A subpoena *duces tecum* may be issued to compel the production of any book, paper, document, correspondence and other records which are material to the case.

The subpoena may be quashed if it is unreasonable or the relevance of the books, papers, documents, correspondence and other records does not appear, or if the persons on whose behalf the subpoena is issued fails to advance the reasonable cost of the production thereof.

10.5 Are submissions or evidence presented in writing or orally and is there any potential for cross-examination of witnesses?

Submission or evidence may be presented either in writing or orally. The affiants/witnesses whose sworn statements/affidavits were submitted must be subject to a cross-examination by the opposing counsel on the basis of their affidavits.

10.6 Can infringement proceedings be stayed pending resolution of validity in another court or the Intellectual Property Office?

The earlier filing of a petition to cancel the mark with the BLA shall not constitute a prejudicial question that must be resolved before an action to enforce the rights to same registered mark may be decided.

10.7 After what period is a claim for trade mark infringement time-barred?

No damages may be recovered under the provisions of the IP Code after four (4) years from the time the cause of action arose.

10.8 Are there criminal liabilities for trade mark infringement?

Yes. Apart from imprisonment, the seizure and disposal of infringing goods may be imposed.

10.9 If so, who can pursue a criminal prosecution?

The owner of a registered mark may initiate criminal proceedings.

10.10 What, if any, are the provisions for unauthorised threats of trade mark infringement?

Not applicable.

11 Defences to Infringement

11.1 What grounds of defence can be raised by way of non-infringement to a claim of trade mark infringement?

The following grounds may be raised: (i) use in good faith; (ii) an infringer who is engaged solely in the business of printing the mark or other infringing materials for others is an innocent infringer; or (iii) the infringement is contained in or is part of paid advertisement in a newspaper, magazine, or other similar periodical, or in an electronic communication.

Registration of the mark shall also not confer on the registered owner the right to preclude third parties from using *bona fide* their names, addresses, pseudonyms, a geographical name, or exact indications concerning the kind, quality, quantity, destination, value, place of origin, or time of production or of supply, of their goods or services. However, such use must be confined to the purposes of mere identification or information and cannot mislead the public as to the source of the goods or services.

A registered mark shall also have no effect against any person who, in good faith, before the filing date or the priority date, was using the mark for the purposes of his business or enterprise. However, his right may only be transferred or assigned together with his enterprise or business or with that part of his enterprise or business in which the mark is used.

11.2 What grounds of defence can be raised in addition to non-infringement?

The following grounds may also be raised: (i) prescription; and (ii) lack of notice on the basis that the owner of the registered mark shall not be entitled to recover profits or damages unless the acts have been committed with knowledge that such imitation is likely to cause confusion, or to cause mistake, or to deceive.

12 Relief

12.1 What remedies are available for trade mark infringement?

The following reliefs, among others, are available: (i) injunction;

(ii) condemnation or seizure of products subject of the offence; (iii) forfeiture of infringing paraphernalia; (iv) imposition of fines; (v) award of damages; and (vi) other analogous penalties or sanctions.

On the application for trade mark infringement of the individual, the court may impound during the pendency of the action, sales invoices and other documents evidencing sales. This allows an intellectual property holder or his duly authorised representative in a pending civil action or who intends to commence such an action to apply *ex parte* for the issuance of a writ of search and seizure from Regional Trial Courts in order to allow the search, inspection, photocopying, photographing, audio and audiovisual recording or seizure of any document and article specified in the order.

12.2 Are costs recoverable from the losing party and if so what proportion of the actual expense can be recovered?

Yes, costs may be recovered based on the evidence presented.

13 Appeal

13.1 What is the right of appeal from a first instance judgment and is it only on a point of law?

The decision and order of the BLA shall become final and executory thirty (30) days after the receipt of a copy thereof by the party affected unless within the said period an appeal to the Director-General has been perfected. Decisions of the Director-General shall be final and executory unless an appeal to the Court of Appeals or Supreme Court is perfected in accordance with the Rules of Court applicable to appeals from decision of Regional Trial Courts.

The decision of the trial court may be appealed to the Court of Appeals.

13.2 In what circumstances can new evidence be added at the appeal stage?

For newly discovered evidence adduced on appeal to be considered, it must be shown: (1) that the evidence was discovered after trial; (2) that such evidence could not have been discovered and produced at the trial even with the exercise of reasonable diligence; (3) that it is material, not merely cumulative, corroborative, or impeaching; and (4) the evidence is of such weight that it would probably change the judgment if admitted.

14 Border Control Measures

14.1 What is the mechanism for seizing or preventing the importation of infringing goods or services and if so how quickly are such measures resolved?

The Bureau of Customs (“BOC”) keeps registry books for patents, trade marks, and copyrights. The Customs Examiners conduct actual examinations of the suspected cargo or shipment and immediately submits a recommendation to the Commissioner of Customs for the issuance of a Warrant of Seizure and Detention against such cargo and shipment. Goods finally found in seizure proceedings to be counterfeit or infringing are forfeited in favour of the government and destroyed, unless the same is used as evidence in court proceedings.

15 Other Related Rights

15.1 To what extent are unregistered trade mark rights enforceable in Philippines?

Under Section 168 of the IP Code, a person who has identified in the mind of the public the goods he manufactures or deals in, his business or services from those of others, whether or not a registered mark or trade name is employed, has a property right in the goodwill of the said goods, business or services so identified, which will be protected in the same manner as other property rights.

15.2 To what extent does a company name offer protection from use by a third party?

A name or designation may not be used as a trade name if, by its nature or the use to which such name or designation may be put, it is contrary to public order or morals and if, in particular, it is liable to deceive trade circles or the public as to the nature of the enterprise identified by that name. Notwithstanding any laws or regulations providing for any obligation to register trade names, such names shall be protected, even prior to or without registration, against any unlawful act committed by third parties.

15.3 Are there any other rights that confer IP protection, for instance book title and film title rights?

Not applicable.

16 Domain Names

16.1 Who can own a domain name?

Any natural or juridical person can own a domain name.

16.2 How is a domain name registered?

The official domain registry of the “.ph” domain is **dotPH Domains, Inc.** dotPH Domains, Inc. holds and maintains the database of all PH domain names, specifically “.ph”, “.com.ph”, “.net.ph”, “.org.ph”, “.mil.ph”, “.ngo.ph” and “.i.ph”. “.ph” domain names are registered on a first-paid, first-served basis. Persons wishing to apply for the Domain Name Service of dotPH Domains, Inc. (“dotPH”) need only register online at www.dot.ph and submit their contact information. There are no other requirements.

16.3 What protection does a domain name afford *per se*?

In the absence of any successful legal challenge, the Name-holder has the right of first refusal to the domain name. This right expires on the last day of the initial term or then existing term of service for which dotPH has received payment. The Name-holder further agrees to abide by dotPH’s Policies, especially its Dispute Resolution Policy, patterned after ICANN’s UDRP.

17 Current Developments

17.1 What have been the significant developments in relation to trade marks in the last year?

The IPOPHIL hosted the first ever Anti-Counterfeiting and Piracy Summit, which brought together the different agencies, organisations, practitioners and rightholders to discuss the enforcement of IPRs.

17.2 Are there any significant developments expected in the next year?

The IPOPHIL is due to initiate the 2012-2016 Philippine Action Plan on Intellectual Property Rights Protection and Enforcement, which will serve as its road map for the next few years.

17.3 Are there any general practice or enforcement trends that have become apparent in Philippines over the last year or so?

There is an increasing trend toward resolving administrative complaints and disputes brought before the IPOPHIL through mediation and amicable settlement. The IPOPHIL also appears to be strengthening its capabilities in IP enforcement.



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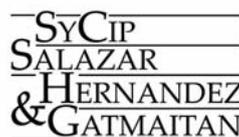


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Founded in 1945, SyCipLaw is one of the more established and prominent full service firms in the Philippines.

Its IP practice group is one of the largest in the country in terms of client base and range of services offered, such as, among others, basic rights protection, licensing, technology transfer and similarly focused business transactions, and includes specialists in IPR litigation in proceedings before the Intellectual Property Office of the Philippines and regular courts designated to try unfair competition, infringement and other IPR cases.

The firm has consistently been cited in international surveys as a first choice for IPR counselling. The lawyers of its IP practice group, who are active in international and local intellectual property organisations, are likewise consistently included in the lists of leading lawyers in the field.

Current titles in the ICLG series include:

- Alternative Investment Funds
- Aviation Law
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- Class & Group Actions
- Commodities and Trade Law
- Competition Litigation
- Corporate Governance
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- Corporate Tax
- Dominance
- Employment & Labour Law
- Enforcement of Competition Law
- Environment & Climate Change Law
- Insurance & Reinsurance
- International Arbitration
- Lending and Secured Finance
- Litigation & Dispute Resolution
- Merger Control
- Mergers & Acquisitions
- Mining Law
- Oil & Gas Regulation
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- Securitisation
- Shipping Law
- Telecoms, Media & Internet
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