



HILA CHERNY
TM DEPARTMENT HEAD
SOROKER AGMON NORDAMN



Trademark Portfolio Managing

A guide to corporate trademark policy

מי אני?



- מאז ומעולם עורכת דין בתחום הקניין הרוחני.
- נחשפתי לתחום במהלך לימודי המשפטים והוקסמתי.
- בשנים ראשונות בתחום עסקתי בעיקר בלטיגציה בבתי משפט ובפני רשם הפטנטים וסימני המסחר בתיקים שונים סימני מסחר, זכויות יוצרים עיצובים ופטנטים במשרדים מובילים בתחום: גילת ברקת וסורוקר אגמון נורדמן.
- בעלת תואר שני בקניין רוחני מאוניברסיטת Cardozo, ניו יורק.
- עבדתי כיועצת משפטית בחברת מלאנוקס (כיום נבידיה) שם גם ניהלתי בין היתר את סימני המסחר של החברה.
- כיום, זה שלוש שנים מנהלת מחלקת סימני מסחר במשרד סורוקר אגמון נורדמן.
- אוהבת לבנות פזלים רבי חלקים ואמא ל-4.

WHAT THE GUIDELINES INCLUDE:

- General background - what is a Trademark?
- Company Trademark Policy
- Brand Strategy - What to file? how to file? where to file? search ?
- Maintenance - Use - how to use? proof of use? renewals/ maintaining Trademark database.
- Special Trademarks
- Domain names



trademark

/ˈtreɪdmɑːk/

a symbol, word, or words by
which a company or product

WHAT IS A TRADEMARK?

- Identifies products or services of a particular source from those of others.
- Can be a sign, word, design, color, 2D, 3D, combination of them.
- Distinctiveness is required.
- Kind of Trademarks: Generic | Suggestive | Descriptive | Arbitrary
- Registered Trademark/well-known
- Classes

IS REGISTERING A TM IS A MUST?



advantages

- Exclusivity; Uniqueness
 - Enforcement
 - Customs
 - International
- Application/Registration
- Property

Brand Strategy/Policy

Create a policy - flow chart

Questions before filing:

1. Who decides which mark will be used and or registered?
2. What the mark will be?
3. How will it be used?
4. For which goods/services?
5. Where will it be used?





WHAT AND HOW TO FILE

- Word Mark - best protection
- Avoid Descriptive words
- Avoid using generic words
- Avoid using personal name/surname
- Fewer words - stronger mark
- Black and White mark - better than color mark

PREFORM A SEARCH

- Online Search - Google
- Official Search
- Trademarks Offices websites
- WIPO - Global Brand Database

<https://www3.wipo.int/branddb/en/>



Google Translate

WhatsApp

Home - Canva

Hila IPAA TM presentation - Pres

WIPO Global Brand Database

www3.wipo.int/branddb/en/

AppsPicasa Web Albums...Google Patents99F...רדיו מוזיקה אקוUnited States Paten...U.S. Copyright Officeאתר חיפוש סימני מ...Trademark Status &...TeamsMadrid – The Intern...International Regist...WIPO Madrid Moni...Other bookmarksReading list

Text = e.g. wipo OR ompi, *intel*, ompi~

Image class = e.g. 05.07.13, apple AND tree

Goods/Services = e.g. footwear, comput*

search

CURRENT SEARCH

BRAND:META

AE TM 7AL TM 0AU TM 121BH TM 0BN TM 1BT TM 2BW TM 0

CA TM 115CH TM 41CL TM 57CR TM 37CU TM 9DE TM 246DK TM 16

DZ TM 2EE TM 6EG TM 2EM TM 208ES TM 92FR TM 190GE TM 2

GH TM 3GM TM 0ID TM 55IL TM 25IN TM 159IS TM 8IT TM 1,943

JO TM 3JP TM 735KE TM 8KG TM 0KH TM 8KR TM 745KW TM 0

KZ TM 2LA TM 3MA TM 3MD TM 1MG TM 0MK TM 3MN TM 2

MW TM 0MX TM 322MY TM 76MZ TM 2NA TM 1NZ TM 40OM TM 1

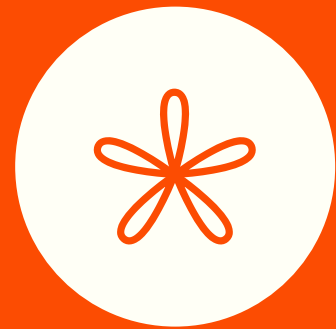
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1 - 30 / 7,393													TM view		Display: 30 per page options		1 / 247	
	Brand	Source	Status	Relevance	Origin	Holder	Holder country	Number	App. Date	Image class	Nice Cl.	Image						
☐	META GROUP	EG TM	Active	32	EG	مينا جروب انك - شركة مساهمه مكونه طبقا لقوانين دياتوير بالولايات	US	EG164345	2004-01-18		42	META GROUP						
☐	METÀ METÀ	IT TM	Active	24	IT	PREALPI SPA INDUSTRIA CASEARIA	IT	2009901788317	2009-11-27		29	META' META'						
☐	META META	IT TM	Active	24	IT	PREALPI S.P.A. INDUSTRIA CASEARIA	IT	1999900807118	1999-12-13		29	META META						
☐	META	GE TM	Inactive	24	GE	გაბუნაძე	CH	10715	1995-05-16		5							
☐	Meta e Meta	FR TM	Active	23	FR	META E META, SARL	FR	4590372	2019-10-14		43							
☐	meta.us meta	SG TM	Active	23	SG	META.US PTE. LTD.	SG	40201815634T	2018-08-08		41	meta.us						
☐	META	PH TM	Pending	22	PH	Metasystems Development Inc.	PH	42021526807	2021-11-11		42							
☐	META	MY TM	Pending	22	MY	YONG WAI HONG	MY	TM2021031677	2021-11-11		34							
☐	META	KHTM	Pending	22	KH	Ms. CHOENG CHHENGLOTH	KH	KH/100799/21	2021-11-10	VC.02.09, VC.26.02, VC.28.19	36							
☐	META	US TM	Pending	22	US	ShenZhen Thunderstone Technology Co., Ltd	CN	97117128	2021-11-09		34	META						
☐	Meta	NZ TM	Pending	22	NZ	PAUL GREY	NZ	1194058	2021-11-03		9							
☐	META	MKTM	Pending	22	MK	МИНЕКС ГРОУП ДООЕЛ Бразда	MK	202101133	2021-11-03		29, 30, 32	META						
☐	META	MX TM	Pending	22	MX	GERARDO MIGUEL LOPEZ CISNEROS	MX	0119852639915	2021-11-01		33							
☐	Meta	CA TM	Pending	22	CA	NFT Technology Inc	US	2144295	2021-11-01		9							
☐	META	US TM	Pending	22	US	META LLC	US	97100965	2021-10-30	US.26.15	35	ETA						
☐	META	EM TM	Pending	22	EM	Apogic Holding ApS	DK	018589402	2021-10-29		10, 42							
☐	META	ES TM	Pending	22	ES	SERGIO MARTINEZ GONZALEZ	ES	N0434478	2021-10-29	VC.27.05	32	META						

HOW AND WHERE TO FILE?



STATE FILING



MADRID PROTOCOL FILING





MAITANANCE

RENEWALS

- Every 10 years
- Maintain updated database/use renewal agent
- check if the mark is indeed in used
- hold internal database

USE OF THE MARK

- Keep evidence of use
- Use the mark in a consistent way - same log, same color
- Show the mark on a product/package/website/manuals

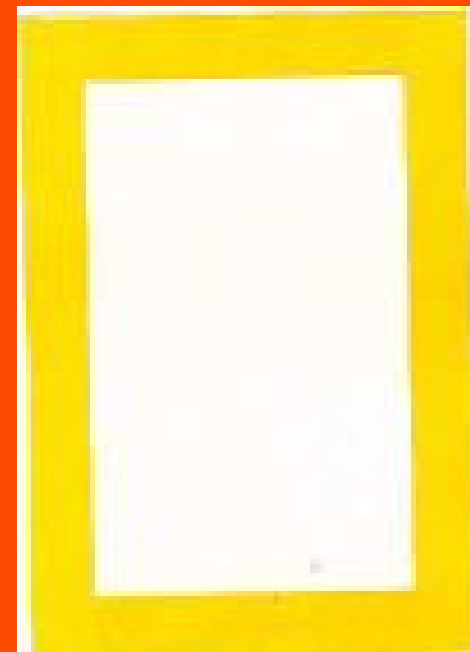
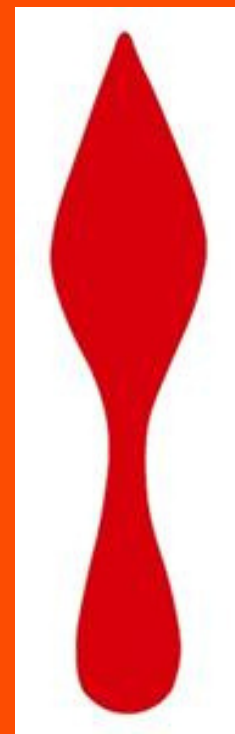


SPECIAL TRADEMARKS

2D MARK



COLOR MARK



3D MARK



SOUND MARK



DOMAIN NAMES

The connection to Trademark

Registration of Domain Names

Dispute resolution





thank you

HILA CHERNY
TM DEPARTMENT HEAD



+972 54 5883309



hiamc@sanlaw.legal



**SOROKER
AGMON
NORDMAN**
IP & beyond